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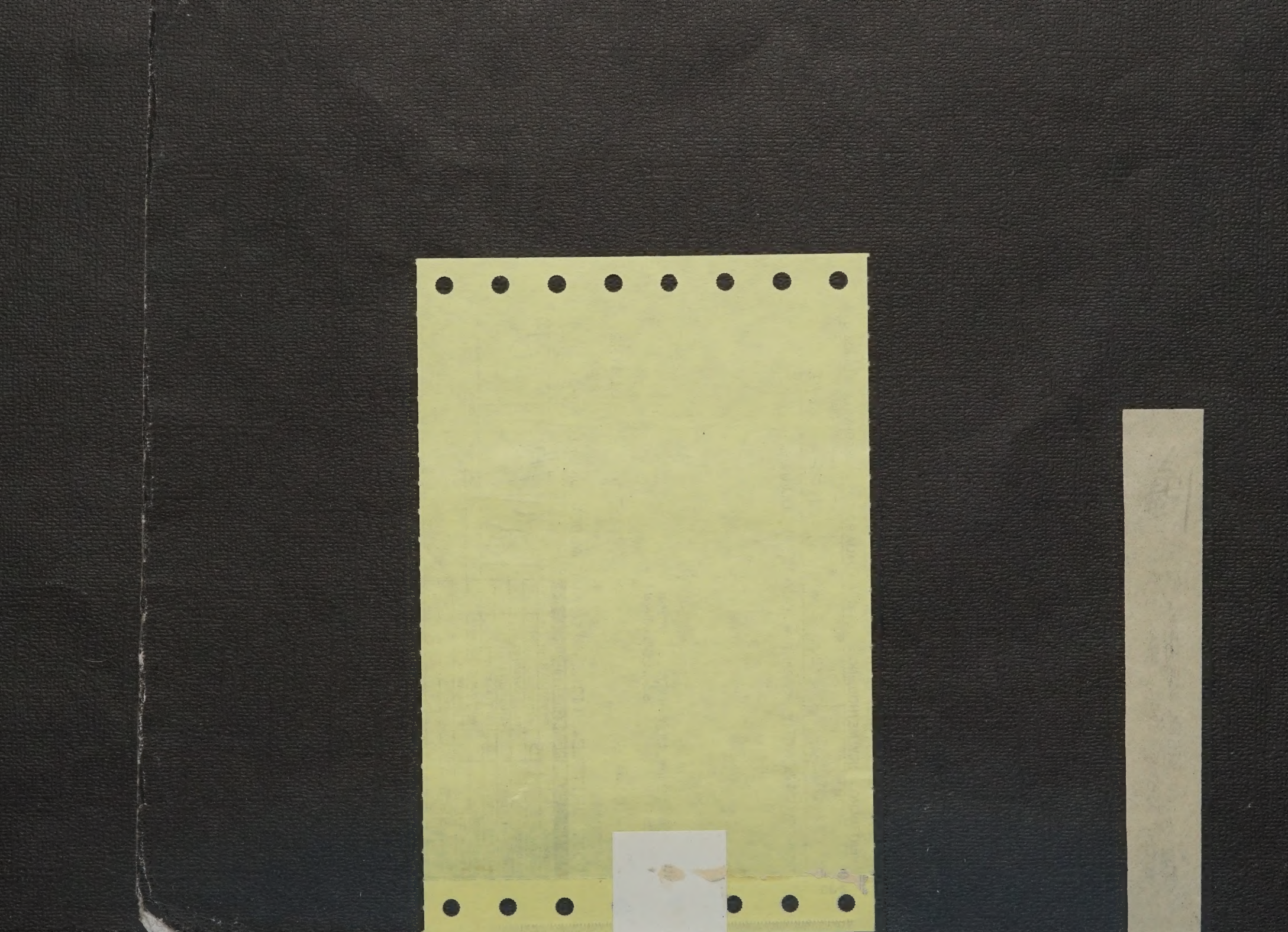
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ESTABLISHED IN 1874 PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
By
DEMAREST PUBLICATIONS, Inc.
45 EAST 17th STREET NEW YORK

SUBSCRIPTION RATES

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HELEN E. JONES
Assistant Editor
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Office Manager
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West Roxbury, Mass.
East Liverpool and Pittsburgh
M. K. ZIMERMAN
East Liverpool, O.

Vol. 1 July 2, 1925 No. 27

AS THE EDITOR SEES IT

THE BUSINESS OUTLOOK

WHILE the tendency in the manufacturing districts is toward a slowing up in production of china and glassware during the mid-summer period, the attitude of all concerned is cheerful. Manufacturers feel that they have enough stock to meet present demands and they are looking forward to a resumption of activities next month when it is expected that buying will be on the increase. While business last week was devoid of major changes, the facts that little more than the seasonal slowing down is apparent now, and that most barometric measures of trade still indicate an activity considerably higher than was the case a year ago, are taken as good omens for the immediate future outlook. Some of the trades that were the first to feel a lessened demand for their products early this spring, the cotton goods and shoe trades in particular, are reporting better sales than have been the rule recently, and this has given manufacturers and merchants alike basis for belief that the turn in the tide has come. The fact also that prices of most commodities are on a firmer or more stabilized basis is an encouraging factor.

IT seems fairly generally agreed now that the future of business, for the remainder of this year, at least, rests largely upon the outcome of this summer's crops, together with developments in Europe and other foreign markets. Good crops at profitable prices—and, according to reports these seem more likely now than they did a few weeks ago—will sustain the buying power of the rural population and take up some of the slack that has been felt in trade in the larger industrial centers. Our foreign trade is making consistent gains and with a stabilized Europe may be expected to continue its expansion. The members of the National Foreign Trade Council at their annual convention on the Pacific Coast this week were decidedly optimistic on the outlook for our foreign trade for the next year.

GETTING back to the domestic situation, it is found that retail trade is holding up extremely well, aided by the early hot weather, which has depleted stocks of seasonable merchandise in the hands of retailers and has resulted in renewed calls for such goods in the wholesale markets. The dry goods wholesalers in various centers, where the annual summer clearance sales are in progress, report business ahead of last year, the bulk of it being made up of seasonable merchandise. The demand for staple goods is still backward, although the repricing of some of the staple cotton goods, such as wide sheetings, sheets and pillow cases, has stabilized the primary goods market and has led to some advance business. The entire cotton goods market was more active last week than it had been for some time past, despite the uncertainty that still surrounds the raw cotton market. The mills making staple goods are continuing their policy of curtailing production, a fact that probably will make itself felt as a market factor along in August or September.

THE wool and woolen goods trades are again marking time awaiting the raw wool sales which will be resumed in London and Australia next month. There has been some recovery in wool prices following the rather sharp decline of the late spring, and the goods market is in a more favorable situation than it was a few weeks ago. The warm weather has cleared out retailers' stocks of summer clothing much better and earlier than usual and the same condition is noted in clothing manufacturing circles. This applies to women's garments as well. With clean stocks, the trade will be in a more receptive mood when spring goods are offered, probably next month.

Merchant Groups Organizing to Keep Trade at Home

Affiliating With Local Loyalty League of America to Participate in National Home-Town Booster Drive

By P. J. Marian

OVER the major portion of the United States today, particularly among retail and wholesale merchants, the activities of the Local Loyalty League of America are being discussed with interest.

The broad-guaged community advancement movement launched with the organization of the League in 1924 is assuming tremendous popularity from New York to California.

Thousands of business men; newspapers and magazines; and national, state, and local associations of merchants are rallying to the call, inspired by the great ideals on which the League is founded.

Now, from the League's national headquarters in the Canal-Jackson Building, Chicago, comes the following announcement by John D. Pollard, Executive Secretary:

As a result of twenty-two months preparation, investigation, and research, a nation-wide educational activity regarded as the most constructive business-building effort ever undertaken by retail merchants, wholesalers and manufacturers cooperatively, is now being organized throughout the country.

Headed by K. K. Bell, Vice-President and General Manager of the Calumet Baking Powder Co., the concern that has fostered and financed the League's development, twenty nationally-known manufacturers are cooperating in this progressive campaign styled as a Better Business—Better Merchant—Better Town activity.

Inspired by the belief that national prosperity depends upon local prosperity in cities, towns, and villages throughout the nation; that every town's progress is promoted through advancement of its civic and commercial interests, the League's national campaign program is designed to meet a long-felt need.

This program embracing newspaper advertising and editorials, a $100,000 feature moving picture production named, "My Home Town," starring Wesley (Freckles) Barry, essay contests, billboard posters, store advertising matter, and a long list of other campaign material is now available to progressive groups in all communities for promoting local loyalty and a hearty trade-at-home spirit. The local and national campaign will be supplemented by radio broadcasting and other features.

Merchant groups in cities large and small, are rapidly organizing for participation in this exceptional campaign. Thirty-two cities have already started preliminary activities. Organization of local chapters of the League and campaigns are expected to be started in more than three hundred towns during the next sixty days.

Towns already active include such cities as Alton, Cairo, Edwardsville, Hoopeston, Kankakee, and Springfield, Illinois; Marion and Mishawaka, Indiana; Waterloo, Iowa; Kalamazoo and Pontiac, Michigan; Omaha, Nebraska; Dunkirk, Elmira, and Lyons, New York; Ashtabula, Lorain, Springfield, and Toledo, Ohio, and others in eastern, western, and southern states.

Mayors, Chambers of Commerce, School Boards, Moving Picture Theatres, and Civic and Business Organizations everywhere are pledging cooperation in popularizing the League's campaign message which illustrates how patronage given home-town merchants, and local industry, builds ideal communities, and makes the home-town a better place in which to live.

It will be recalled that previous announcements of the League's plans and policy offered free membership to all progressive retail and wholesale merchants who pledged cooperation with the League's activities.

According to Mr. Pollard, "it is believed that thousands of merchants have hesitated in sending for full particulars, due to their unfamiliarity with the League's original self-supporting policy."

"Because cooperative organizations are financed largely through membership dues, the League's free membership offer brought many inquiries as to how the League is financed. The answer to this question, while somewhat unusual, is entirely sound from a business standpoint."

"The League is an outgrowth of a new idea—an idea first conceived by its President, K. K. Bell, a manufacturer who had formerly been a small town merchant. His idea revealed a practical basis for promoting closer cooperation between manufacturers and their dealers, and is expected to result in greater service between these two distribution factors. The League will function somewhat as a super-service bureau for manufacturers, and render constructive business-building assistance to their dealers."

"Finances for costly educational features and campaign materials are provided though an endowment fund subscribed to by these cooperating manufacturers who recognize the need of upbuilding home markets generally."

REMOTE STORAGE

"The fund (literally, an advance payment from manufacturers for their dealers' membership) offsets the necessity of membership dues from merchants and provides for quantity purchases of advertising materials, and other services, resulting in substantially reduced charges to each community group, or individual merchant for the business-building helps as are supplied, and which would not be available at such low cost by any other method."

"As the League's future activities will be entirely self-supporting, its original finances by this plan are reimbursed by those community groups of merchants and individuals who share in, and are benefited by the League's helpful service, the cost of all service rendered, being included in the price of such campaign materials as are required in local campaigns."

How will these manufacturers be repaid for their investment in the League? The answer is: through the enhanced good will of those merchants who will be benefited through the influence of educational moving pictures and other advertising matter included in the League's community campaign service. These co-operating manufacturers realize that any constructive assistance they can give to advance the interests of their dealers will create better and more loyal distributors for their products.

* * *

Upbuilding home markets, encouraging the commercial growth of the smaller cities and towns of America, is fully deserving of every manufacturer's co-operation.

Buyers in New York

JUNE 25TH, 1925

C. H. Hoffner, silverware, La Salle & Kich Co., Toledo, O., Broadway and 34th St., R. H. Macy Building.

JUNE 26TH, 1925

W. W. Dodge, glassware, house furnishings, toys, china, J. G. Myers Co., Albany, N. Y., 220 5th Rve. (F. Atkins), Broztell.

JUNE 30TH, 1925

J. H. Edwards, house furnishings, Drennen Co., Birmingham, 333 7th Ave. (John M. Biggins, Inc.), Pennsylvania.

W. McLeod, silverware, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave.

JULY 1ST, 1925

Miss E. Anderson, glassware, fancy china, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

W. B. Shockley, house furnishings, china, lamps, silverware, toys, J. B. Ivey & Co., Charlotte, N. C., Pennsylvania.

T. Pinney, silverware, Newcomb, Endicott Co., Detroit, Mich., 115 W. 30th St. (Weill & Hartmann).

Trade Better Than Year Ago

While business is uneven and in many lines seasonally quieter, much satisfaction is expressed in the weekly trade reviews over the fact that it is more active than it was at this time last year. In addition to this, the improved prospect of the grain crop is stressed as a factor of considerable encouragement for the future outlook.

"There are more strong points and fewer unfavorable aspects than existed a year ago," says R. G. Dun & Co. of the current business situation. "Various reports and statistics make this fact clear. The commercial situation is marked, as it has been for some time, by the disinclination of most buyers to operate beyond well defined needs, yet in many instances purchases are repeated frequently and the aggregate volume is very large. Early hot weather, by quickening retail demands, reduced stocks of summer merchandise, particularly of dry goods, and this should react favorably upon some manufacturing industries. Signs of a turn for the better in footwear markets have become more distinct, there have been increased dealings in hides, and even new steel orders, which usually fall off at this period, hold up well."

Bradstreet's weekly review says:

"Seasonal quieting is more perceptible in trade and industry, but, as previously noted, the reaction to dullness is at a slower pace than a year ago, and this evidence of stabilization, plus good crop reports from the corn belt, the spring wheat Northwest and a good part of the central cotton belt, is credited with the increased evidence of optimism as to the autumn trade outlook.

"Trade, and to a greater extent industrial and crop reports, are, however, still spotted, with generalization difficult. Hand-to-mouth buying rules in big as in small business, but notwithstanding this the evidence is plain that while things are somewhat quieter than in early months the business community is a good step in advance of the depressed conditions of a year ago at this time."

Remember School Starts Soon



SCHOOL months will soon be here bringing with them excellent opportunity for stimulating your sales through the offer of school souvenirs with purchases made by school children. Suitable suggestions of inexpensive articles are penwipers, rulers, pencil sharpeners, sponges, jumping ropes, tops, drinking cups, etc. In addition to stimulating your sales you are building for the future by catering to the children. The school child of today is the housewife or wage earner of tomorrow.

As soon as school has started you can inaugurate a variation in your newspaper advertising which will freshen and add interest to it by creating an ad-writing contest among the pupils in your local schools. Mail the pupils an invitation to compete, asking that they confine themselves to the heading and store talk of the advertisement as you will supply the merchandise copy. Advise that for each advertisement accepted (not exceeding 200 words in length), you will print the photograph of the writer in the advertisement with a statement of the authorship and will also present to the writer the cut of their photograph which can be used for printing postcards, letterheads, etc. This will give you a human interest advertisement at the cost of having the cut made and the gift article.

602854

The Splendid "Acacia" Assortment



Imported Saxonian vases and novelties.

Exclusive design, splendidly executed, and adapted especially to Gift Shop trade. Shapes are graceful. Hand-painted designs and floral studies are underglazed on pottery body.

Three pieces (three decorations) on nineteen shapes.

FIFTY-SEVEN (57) ARTICLES FROM OUR BALTIMORE WAREHOUSE

$67.95 Net

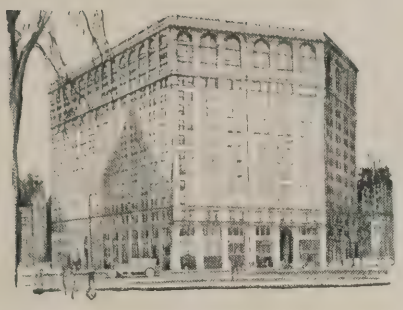
Immediate shipment

The Geo. H. Bowman Company

Importers—Manufacturers—Distributors

China — Glass — Wheel Toys — Like-Mother's Toy Sets

Cleveland, Ohio



National Leaders Gather Here

IN NEW YORK, the really big leaders in housewares maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

"More than an office building"

In Grain Farming Sections



IN the wheat, oats, and rye grain sections of the country, a seasonable display can be made either in the window or throughout the store, by utilizing bound shocks of grain.

Stand the grain upright, and in each shock insert a price card offering a special harvest time offer. The merchandise referred to on the price tag should be displayed in close proximity to the shock of grain containing the price tag.

The advertising title of such a display should be in harmony:

"Your Harvest of Values"
"Harvest Specials," etc.

May Chain Store Sales 14 Per Cent Above Year Before

Chain store sales in the New York Federal Reserve district registered an increase of 14 per cent over the same month last year, according to the July 1 review of credit and business conditions by the Federal Reserve agent here. . . . It is pointed out, however, that in most lines the comparisons were slightly less favorable than in the two months preceding, due to the fact that there were five Sundays in May this year. The principal exception was in the candy trade, which reported the largest increase in total sales since last October. Ten-cent store systems reported increases in sales per store, while tobacco and shoe store sales averaged considerably smaller per store than a year ago. Grocery and variety store chains continued to lead in rapidity of expansion.

"May sales of leading department stores in this district were less than 2 per cent larger than a year ago, the smallest increase since January, and, excluding sales of radio sets which were greatly increased by special sales in May, sales actually fell below last year," the review continues. "There was one less selling day in May this year, and this bank's index of department store sales adjusted to a working day basis advanced from 93 per cent of the trend of past years in April to 97 per cent in May. Apparel store sales were about 2 per cent smaller than in May, 1924."

Further seasonal declines in most lines of wholesale trade resulted in an average reduction of 14 per cent in sales from April to May, the review shows. Compared with May, 1924, however, there was an increase of 5 per cent, despite the fact that May this year included one less selling day. The greatest increase over a year ago was in silk goods, sales of which were larger than any previous May.

EASTERN MANUFACTURERS AND IMPORTERS EXHIBIT

Amoug the Prominent Eastern Firms Exhibiting:

Alpha-Omega Artcraft
Ferdinand Bing & Co.'s Successors
Boué Souers, Inc.
Carbone, Inc.
Cassidy Co., Inc.
DuBois Studio
Fulper Pottery Co.
Greenwald Novelty Co.
Charles Hall, Inc.
William F. Hayes Co.
Hubley Manufacturing Co.
Japanese Fan Co.
Jennings Bros.
K. & O. Company, Inc.
Koscherak Bros.
Rudolf Lesch
J. W. Levy Corporation
George F. Little
Mohr Art Company
Robert Phillips Co., Inc.
Plaza Studios
S. Craig Preston & Co.
Rehburger & Saul
Saul Manufacturing Co.
I. Shainin & Company
Simondetti & Company
E. R. Thieler
White Studios
M. Wille

AT THE

HOTEL MORRISON

CHICAGO, ILL.

JULY 27th to AUGUST 8th, 1925
Inclusive



ANNOUNCEMENT was made this week by Eugene Fondeville, head A. J. Fondeville & Co., New York importers, that Alexander D. Shaw, at present in the chinaware department of James McCreery & Co., New York department store, would become associated with the Fondeville organization as office manager. Mr. Shaw will assume his new duties July fifteenth. He will also make a few road trips a little later.

Carl J. Loveland, who for the past three years has represented the Carr-Lowrey Glass Co., Baltimore, throughout the southeast section of the United States will manager the food container department of the Clarence Schroeter agency, 1001 Market St., Philadelphia. Mr. Schroeter feels very fortunate in being able to secure the services of so able a man for this department. Under his leadership it is hoped this will be one of the leading departments of the business.

Victor Brisbois, head of Victor Brisbois, Inc., New York, is showing his new lines of table and boudoir lamps, made in crystal, solid colors and combinations of crystal and color at the Chicago Furniture Mart.

Geo. J. Higginson, with Johnson Bros., Ltd., returned to New York Monday arriving on the *Franconia* after a five weeks' trip to the factory conferring in new lines.

Alfred G. Moment, American representative for La Porcelaine Limousine, returns to New York Thursday (today) after a visit to the factory in France during which time he took under consideration new fall designs.

It is reported that Robert Schlick, until recently buyer of housefurnishings, toys and silverware for S. P. Dunham & Co., Trenton, is to become associated with the Kerr Dry Goods Co., Oklahoma City, Okla.

John Martin, china buyer for Jordan, Marsh Co., Boston visited the New York market, Wednesday of this week.

Fred Farrell, with Alfred G. Moment, was busy this week preparing for his vacation. He leaves next Wednesday for Fourth Lake in the Adirondacks.

Justin Tharaud, head of Justin Tharaud, Inc., New York, importers, is expected back in New York on Monday or Tuesday of next week, having sailed on the *Celtic*.

O. C. Graham, New York representative for the Cambridge Glass Co., Cambridge, O., returned to his office Monday after a week's trip, part of which was spent at Cambridge attending the conference of sales representatives of the Cambridge Glass Co. This conference lasted from Tuesday to Friday. Mr. Graham spent the week ends before and after the conference visiting his home town, Wheeling, W. Va.

Frederick Skelton, New York representative of several concerns, left Wednesday night for a vacation of several weeks to be spent at his summer home at Sayville, L. I.

S. Brainard West, secretary of the Westmoreland Glass Co., Grapeville, Pa., visited New York this week to spend several days conferring with the firm's metropolitan representative, Horace C. Gray Co. He left Wednesday for Boston planning to stop in New York again on his way home. Mr. West is accompanied by Gustave Horn, head decorator for the Westmoreland factory.

Mrs. M. E. Berney, owner of the Florentine Shop, Fort Worth, Texas, who had been placing orders in the New York market for two weeks, sailed for Europe last Saturday.

T. C. Heisey, of A. H. Heisey & Co., was a visitor in New York last week to consult with the factory's local representative Wm. J. Kennedy.

E. Monroe Fisher, vice-president of Fisher, Bruce & Co., importers and wholesalers of china and glassware, Philadelphia, Pa., who sailed for Europe aboard the *California* last Saturday for a visit to the English, French and German potteries will be away until August 15. Mrs. Fisher accompanied him on the trip.

Patrick McNicol Severs Connection with Standard Pottery Co. to Take An Interest in Potters Co-Operative Co.

Of interest to the trade is the announcement that Patrick McNicol, one of the original incorporators of the Standard Pottery Co., and for many years president of that corporation, has sold his stock in that company to his associates, Daniel Cronin and his brother, Cress Cronin, and has become financially interested in the plant of the Potters Co-Operative Co.

While with the Standard Co., Mr. McNicol some years ago purchased the plant then operated under the name of Burford Bros., and this property was operated in conjunction with the Standard, the plant being known as

Standard No. 2. During the late war period, Mr. McNicol sold this plant to the Potters Co-Operative Co., the two adjoining each other.

For several years the Potters Co-Operative Co. operated their additional kiln capacity, but last year this property was more or less inactive.

Some months ago Mr. McNicol became interested in the "Dresden" as the Potters Co-Operative Co., is known among the trade and has devoted considerable time to the factory end of the business.

The Potters Co-Operative Co. will continue to feature several lines of dinnerware for the department store and jobbing trade, and with the sales department under the active management of Alex P. McPherson, it is proposed to establish a number of branch selling offices thereby giving the company a wider distribution.

Conference of Manufacturers of Flint Glassware Begins July the 13th

The National Association of Manufacturers of Pressed and Blown Glassware will open their conference on Monday morning July 13th at the Marlborough-Blenheim Hotel, Atlantic City, N. J. The same afternoon and at the same place the American Association of Flint and Lime Glass Manufacturers will meet. The conferences will be presided over by E. J. Barry, one of the directors of the Libby Glass Mfg. Co., Toledo, Ohio, and president of the National Association. W. A. B. Dalzell, president of the Fostoria Glass Co., Moundsville, W. Va. respectively.

On Tuesday morning the National Association will again convene at 9 a. m., and on Wednesday the joint conference of the National Association and the executive officers and delegates of the American Flint Glass Workers' Union will meet in joint conference, at which time the regular conference program will commence.

A list of the different departments on the program for consideration is given below, with the dates on which they will be called, providing the conferees are able to keep up with their printed program, which says:

Paste Mold	Wed.,	July 15, at	10 A. M.
Paste Mold	Thurs.,	July 16, at	9 A. M.
Iron Mold	Thurs.,	July 16, at	2 P. M.
Iron Mold	Fri.,	July 17, at	9 A. M.
Shade & Globe	Sat.,	July 18, at	9 A. M.
Electric Bulb	Sat.,	July 18, at	2 P. M.
Press Ware	Mon.,	July 20, at	9 A. M.
Press Ware	Tues.,	July 21, at	9 A. M.
Machine Press	Wed.,	July 22, at	9 A. M.
Punch Tumbler & Stemware	Thurs.,	July 23, at	9 A. M.
Punch Tumbler & Stemware	Fri.,	July 24, at	9 A. M.
Cutting	Fri.,	July 24, at	2 P. M.
Chimney	Sat.,	July 25, at	9 A. M.
Caster Place	Mon.,	July 27, at	9 A. M.
Caster Place	Tues.,	July 28, at	9 A. M.
Mold Making	Tues.,	July 28, at	2 P. M.
Engraving	No date fixed.		

No date has been fixed for the conference on the engraving department, as it is thought that an opportunity may be had during the time of the regular conferences to take it up for settlement. This, it seems has been done in the past and it is placed on the regular program without date trusting that they may be able to handle it in the same way this year.

Saturday, July the 18th is the date scheduled for the shade and globe department although this may be moved up to an earlier date. A full representative attendance of glass manufacturers is expected at this yearly conference, due to the original propositions that are to be submitted at the joint sessions by both manufacturers and workers and also to the fact that the flint glass business has been somewhat slow for some time past.

On Monday the 29th of June, the 49th annual convention of the American Flint Glass Workers union assembled at the Woodward High School Building, Toledo, Ohio. The meeting was presided over by W. P. Clarke, between three and four hundred delegates are attending this conference which will last nearly two weeks. Delegates, with the executive officers, will be sent to Atlantic City, N. J. to meet the manufacturers in a joint conference on Wednesday, July the 15th.

Vacation Season



THIS "Vacation Season" window idea is especially recommended to the retailer in the smaller town who is personally acquainted with his customers, through the medium of either circular letters or printed requests wrapped in packages of merchandise to send you a postal of the place where they are visiting or spending their vacation.

Then on one side of your window space have a map of the United States pasted on heavy cardboard and standing upright. Take the postals you have received, fasten them to your window with the correspondence side out so people can see the writer's names and from each card run a narrow colored ribbon to the spot on the map where the person is staying, and fasten this end of the ribbon with a sticker or seal over that place.

Display articles appropriate for vacation and summer use in the rest of your window space and with them a card reading *"They say they're having a good time. Of course, they bought their vacation requirements from us."*

Our May Foreign Trade

Regular monthly analyses of our May imports and exports by stage of manufacture recently made public by the Department of Commerce reveal some tendencies that are of more than ordinary interest. The figures in summary form are as follows (000 omitted):

Imports.	Month of May 1924.	Month of May 1925.
Crude materials	$104,164	$135,737
Foodstuffs, raw	37,484	34,168
Manufactured foodstuffs	50,581	39,896
Semi-manufactures	48,652	56,206
Finished manufactures	61,677	60,892
Miscellaneous	430	517
Total	$302,988	$327,416

Hotel requirements are best served by

Syracuse China

Do you know a harder man to please than a hotel buyer? We don't. Arguments don't mean a thing to him. He wants facts. Beauty alone won't sell him china. Nor just good wear. He wants both. And a lot more besides. Ready replacement. Quick delivery. Individuality. When you list the hotel buyer's requirements like that, you see why so many dealers are making big sales of Syracuse China to hotels. Hotel after hotel has made exhaustive comparative tests—and then selected Syracuse China. For Syracuse meets every hotel demand in a superlative manner. Especially with the made-to-order crests, monograms and emblems for which Syracuse China is famous. When you offer Syracuse China to your hotel prospects, you offer the china that is the overwhelming favorite with American hotels.

Write us for complete information

Onondaga Pottery Company
Syracuse, New York

58 E. Washington Street, Chicago, Ill. **342 Madison Avenue, New York City**



Syracuse China at the Poland Spring House.

SYRACUSE CHINA

Domestic exports.		
Crude materials	$77,047	$65,640
Foodstuffs, raw	10,638	33,626
Manufactured foodstuffs	37,452	41,161
Semi-manufactures	53,103	58,938
Finished manufactures	147,348	163,057
Miscellaneous	251	355
Total domestic exports	$325,839	$362,757
Foreign exports	9,249	8,663
Total exports	$335,088	$371,420

The outstanding fact shown by the import statistics in the table is the much larger volume of incoming raw materials during May of this year than during the corresponding period last year. This certainly appears to indicate that industry in this country is still far from inactive.

Somewhat the same situation is revealed by the export figures. Our foreign shipments of finished goods are still well above those of the corresponding period last year. It is distinctly worthy of note, however, that relatively speaking the increase in exports of foodstuffs is a good deal larger than the enhancement in sales of manufactured goods and that at the same time our foreign shipments of raw materials during the month of May were quite appreciably smaller than during May of last year.

Price Average 159.5 Per Cent of the Pre-War Level, Irving Fisher Reports

Prof. Irving Fisher of Yale University announced that last week's prices averaged 159.5 per cent of the pre-war level. The purchasing power of the dollar was 62.7 pre-war cents.

Crump's index number was 149.6.

Index numbers for the last five weeks follow:

	Fisher.	Crump.
June 28	159.5	149.6
June 21	158.0	149.8
June 14	156.9	150.5
June 7	157.2	151.9
May 30	158.0	152.6

For Those Who Labor



HOLD a Workingmen's Sale on the day before Labor Day, or the days following. In your copy emphasize that it is Labor Day Clearing Sale for workingmen's merchandise and that it is an especially appropriate time for the kind of merchandise you are offering.

List only goods most commonly purchased by laboring men and their wives.

A suitable souvenir article for the laboring man is a pocket drinking cup as it is an article of daily use.

Many advertising novelty houses make a specialty of drinking cups which can be stamped or imprinted with the store name.

Any souvenir for Labor Day should be given away on the two days preceding the holiday and given to each laboring man or his wife who visits your store.

Zimmer & Schmidt

Gablonz, O/N
Bohemia, Czecho-Slovakia

We Specialize in :

Salt and Pepper Shakers
also
Mustards, Open Salts
Knife Rests, Condiment Sets
etc., etc.

Gilt Mounted Atomizers
for
Perfumery Departments

"China and Glassware," a "Merchandise Manual for Retail Salespeople"

A recent publication by the A. W. Shaw Co., Chicago is "China and Glassware," by Fredonia Jane Ringo, of the Research Bureau for Retail Training, University of Pittsburgh. It is one of a series of "Merchandise Manuals for Retail Salespeople," prepared with the idea of increasing the interest of salespeople in the line of merchandise they handle and giving them, at the same time, a better understanding of the general principles of selling and specific applications to their own line.

This volume starts with an introduction, giving some fundamental definitions. It goes on to describe briefly the processes involved in manufacture of dishes, etc. It shows how dinnerware should be selected and the distinctive qualities of different types of china. Glassware is treated in the same manner, the method being that of questions and answers. There is a final reference section on classification of stock which should be extremely useful. The work shows evidence of careful study and collation of materials with the view of making them most valuable to salespeople. The price is $1.50.

May Wholesale Trade Higher Than 1924

Wholesale trade in May was in about the same volume as in April and about 3 per cent larger than a year ago, according to the combined index of the Federal Reserve Board.

Wholesale sales of groceries and meats were larger in May than in April, while sales of dry goods, shoes, hardware and drugs were smaller. As compared with a year ago, sales of meats and dry goods were larger and sales of groceries, shoes, hardware and drugs were smaller. The principal increases in dry goods sales were in the New York, Kansas City, St. Louis and Atlanta districts. Sales of meats, largely in consequence of higher prices, were in the largest dollar volume for any month in the last five years, except October, 1924. Sales of agricultural implements were 20 per cent larger than last year, the largest increase for any district being 42 per cent for the Atlanta district.

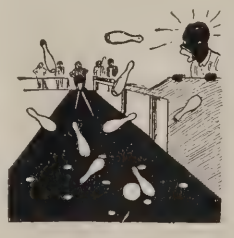
Merchandise stocks carried by wholesale grocery firms at the end of May, as measured in dollar values, were larger than a year ago, but smaller than at the end of April. Stocks of dry goods, shoes, hardware and drugs were smaller than in April and smaller than a year ago, the decrease as compared with last year being greatest for dry goods and shoes. Accounts receivable outstanding at the end of May were somewhat larger for groceries than in April, but somewhat smaller for dry goods and shoes, and for all three of these lines accounts receivable were smaller than a year ago.

Detailed statistics, showing the trend of important lines of wholesale sales and stocks by Federal Reserve districts, are published below:

WHOLESALE TRADE IN THE UNITED STATES BY LINES.
(Average monthly sales 1919 = 100.)

1924.	Groceries.	Dry goods.	Drugs.	Total.
January	80	97	116	80
February	77	98	109	78
March	80	90	118	80
April	79	81	114	78
May	81	72	110	77
June	83	70	105	76
November	89	88	109	84
December	83	77	109	79
1925.				
January	80	82	116	79
February	73	88	109	76
March	79	96	121	83
April	75	85	115	79
May	79	77	107	79

A Good Stunt



PUT this one over during the vacation season. It is startling—and possesses the quality of subtle humor which will cause people to talk about it. Your store incidentally receives word-of-mouth publicity, the most desirable kind of advertising.

Let your show windows go on a vacation. Passersby are so accustomed to seeing show windows in constant use that the idea of going on a "vacation" will strike them as a novelty. Instead of being filled with goods the window should be left bare of all merchandise. In this window place a sign:

THIS DISPLAY WINDOW IS TAKING ITS VACATION

Then when the window is in full use again have another: FRESH FROM VACATION TO SHOW FRESH GOODS



WHAT THE POTTERIES ARE DOING



MANUFACTURING operations in the Eastern Ohio generalware pottery district is developing some apathy. There is no indication that general conditions will show an improvement much before August, and as new business is in only nominal receipt, the manufacturers are not interested in operating plants on stock orders only. The production of the district during the last week showed some decline, and as the Fourth of July holiday period is at hand some plants will be idle for a week or 10 days during which time repairs will be made and machinery given a general overhauling. Here and there are to be found manufacturers who will suspend production for a few days only. These instances, however, are exceptions to the rule. The total production of generalware in the East Liverpool district for the first six months of this year will not be equal to the volume of the same period last year, it is said by some. Activity in most all plants continued during the first quarter of the year, but following that came the lull in demand, which is not expected to be revived until a month hence. Factory warehouses contain favorable plain white stocks, yet these are not excessive, it is said. The aim of the manufacturers has been to keep bin stocks up to normal, and to work close to orders as is consistent with good business.

According to advices received here from France, American piracy of French pottery designs is charged in a bill introduced in the French Chamber of Deputies seeking to increase the penalties against theft of new ideas. The bill declares: "There exist agents or contractors—Americans for the most part—who exploit the renown of our ceramists. They buy a few works from our potters, send them to be copied in Germany on a large scale and sell the copies as originals of great artists." So far as the American pottery manufacturers are concerned, it is pointed out that none of the generalware manufacturers maintain representatives in either France or Germany for this purpose—or in any other countries. It is taken to mean here that perhaps some foreign decal manufacturers have been in the habit of acting as it is charged in the bill introduced in the Chamber of Deputies, but so far as the American manufacturers are concerned, there is "nothing to it" as one has declared.

Joseph M. Wells, manager of the No. 6 plant of the Laughlin China Co., and for several years Ohio State amateur golf champion, playing for the title last week on the links of the Portgage Country Club, Akron, worked into the finals, but lost the match. Mr. Wells played a brilliant game throughout the week, but in the very last round, his usual good luck seemed to desert him.

By associating himself with the Sebring Pottery Co., Sebring, O., Col. Will A. Rhodes again enters the generalware industry, he having been identified with the hotel china trade for many years. For quite a period Mr. Rhodes was with the Chelsea China Co., New Cumberland, W. Va., and retired from that office to go with the Albert Pick Co., Chicago, Ill. Last December he took over the management of the plant of the Jackson China Co. at Falls Creek, Pa. He will devote his time with the Sebring company to the sale of their Ivory Porcelain dinnerware.

It is the opinion of some of the manufacturers here that buyers will begin to visit the district during the latter part of the month and early in August for the purpose of placing orders for their fall and holiday requirements. It is also intimated that retail stocks in many stores are far below normal, and that these will have to be replenished for the fall and winter demand. Open stock dinnerware is expected to have just as active demand during the latter part of the year as ever, and this will result in a greater factory production. It has been the rule for some years that the generalware plants show a greater period of activity following Sept. 1, than any other part of the year.

Fred Kline, southern salesman for the Knowles, Taylor & Knowles Co., with offices in Dallas, Texas, is now located in the new Sante Fe Building, wherein is located many glass and pottery representatives. Mr. Kline is occupying suite No. 718 in this building, having a space 36 by 66 feet. The entire K. T. & K. line is now being displayed in this new sales room.

Most all of the kilns of the new plant of the Steubenville (O.) Pottery Co., have been topped out, and within a few weeks the building will be under roof. New machinery has been ordered, and this will be almost immediately upon receipt. The company is arranging to erect a number of modern homes for its employes in the vicinity of the new plant.

No time has yet been announced for the summer meeting of the United States Potters Association, which it is proposed to hold in this city. The probabilities are that the meeting will be held here in August. An official announcement to this effect is expected from the Executive Committee of the Association within the next few weeks.

Operations at the plant of the Globe China Co., Cambridge, O., will be in full swing within the next few weeks.

(Continued on page 30)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



MANUFACTURERS of flint glass will not be on steady production during the next two months, according to the plans of some who have announced that their factories will suspend operations during either a part of July or August. One of the largest flint glass plants ceased operating Saturday of last week, and with no time announced for resumption. Here and there, operations in some of the factories were to be suspended entirely over the July 4th holiday, but in these instances fires were not withdrawn. While a fair amount of new business has been offered the manufacturers of late, a lull in new orders is now being experienced by some concerns. However, there are certain lines in rather active demand, and the manufacturers have kept their warehouse stocks up to normal on these particular items. By suspending operations in some of the plants, the employes will not be bound by the agreement between the manufacturers and the union workers with reference to the summer vacation period. Blown ware continues in favorable request with practically all distributing interests, both wholesale and retail. Seasonable items are also selling well, and there is little change in the demand for the decorated line. Lighting glassware is in seasonable demand only.

Manufacturing operations have ceased at the plant of the Imperial Glass Co., Bellaire, O., the suspension being for an indefinite period, but which may continue for probably four weeks at least. During this idle spell, the company proposes to make a number of factory changes and improvements. Warehouse stocks are declared to be sufficient to take care of all immediate demands that may be made upon the company.

At the third annual convention of the National Ornamental Glass Manufacturers' Association of the United States, of which George W. Mueller of Milwaukee, Wis., is president, the principal address made during the meeting, which was held at the Hotel Schenley, was by Ralph A. Cram, Boston, nationally known as an ecclesiastical architect. His subject was "Stained Glass from the Architect's Viewpoint." Mr. Cram declared that since 1880 architecture in the United States had risen from a position of actual degradation until now the country is producing better architecture than any country in the world, and the manufacturing of glass has progressed in the same degree.

The factory management of the Jeannette Glass Co. has been assumed by H. M. Libengood, who for a number of years has been identified with the glass industry in the Wellsburg, W. Va., district. The Jeannette company is active in the production of both plain and decorated glassware, including novelties and specialties.

Retail demand for glassware in this district is experiencing the usual summer dullness. The larger department stores are forcing business all that it will stand, and as a result the effort has shown sales about equal to the record of a year ago. All of the large Pittsburgh department stores have recently concluded special sales which continued over one and two weeks, and because of this special drive, the wants of many have been supplied for the time being, so far as the glasswares department is concerned. However, buyers of these departments are on the lookout for any special stocks, and from time to time these items are being made a special sales feature.

In the death of John W. Johnston, which occurred here last week, there has been removed from the trade one of the most widely known jobbers in glassware in the western Pennsylvania district. For many years Mr. Johnston conducted his business on Fourth avenue, and of late has specialized in bottles and hotel glassware. At one time the concern was one of the largest distributors of bar glassware in the country.

Operations at the plant of the Lippincott Glass Co., Alexandria, Ind., have been suspended on account of the condition of the tanks, which are in need of immediate repair. It is said that work will be resumed as soon as possible. Negotiations for the transfer of this business to new interests are progressing favorably, and the deal may be finally closed within the next few weeks.

Salesmen of the Central Glass Co., Virginia, have closed a business meeting at the factory offices at Bristol, Tenn., where the company also operates a plant. Officers of the company discussed trade conditions with the selling force. It was pointed out that the outlook for good business with this company was exceedingly bright.

It has been announced here that the Montgomery Ward & Co. propose to open a large retail store at Baltimore, Md., and that the store will eventually be one of the largest retail stores in the Baltimore district. The new store will be under the active management of A. C. Hempel, who has been in charge of the retail store in Kansas City, Mo., of this interest.

The plant of the Universal Glass Co., Valley Park,

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Lazarus & Rosenfeld Show Many Tea Sets in "Manhattan" Shape

A NEW shape in tea sets, designed by Lazarus & Rosenfeld, is the "Manhattan." Charming in contour, as it is, it lends itself with exceptional grace to the many new designs which are being shown in the showrooms of the creators at 98 Fifth Ave., New York City. These sets consist of twenty-three pieces and come in fifteen different decorations, in solid lustre; two-tone lustre and combinations of lustre panels alternating with panels showing floral basket medallions on white ground and solid lustres with contrasting band. They are put up in assorted cases of three or four decorations. The lustre colors in which this ware is made up are beautiful. There is a lovely "geld" brown combined with a blue-gray band; a new deep green has an ivory band, and an orange lustre combined with pearl is delicate indeed. A soft blue combines charmingly with "geld" brown in panels and there are several solid color sets with vertical black lines which emphasize the graceful shape of the teapots, sugars and creamers. These are made up in jade green, dark green and the "geld" brown. These new numbers have black handles, knobs, tracings and edges throughout, which add considerably to their effectiveness. Cereal sets, of a high quality, come in four new patterns; pearl lustre and other solid lustres with border decorations and in solid colors. These are really lovely and many a bride will rejoice in the added daintiness which characterize these useful articles. Victorian china at its best are these new tea sets and cereal sets, colorful enough to meet the present demand for brightness in table service for dinner, luncheon, or the afternoon party, yet distinctive in their softness and grace.

Glassware for Summer Needs Shown by Cambridge Glass Co.

Colored glassware is decidedly a needed accessory to the housewife's summer equipment. It lends itself to regular table service so well, and also to out-of-door, porch and garden party entertaining. The Cambridge Glass Co., Cambridge, O., are constantly displaying new numbers in their showrooms at 184 Fifth Ave., New York. Among the latest additions to their lines are three-piece vanity sets, each consisting of footed powder box and two perfumes. They come with decorative floral bands in amber glow, mulberry, emerald and the new "Night" blue, a recent addition to the colors brought out by the Cambridge factory. These sets are lovely for the dressing table. New eight and ten inch bud vases in narrow optic are delicate and graceful in amber glow and green. There are also delightful new stemware numbers, console sets and other fancy items in the "Night" blue which is a color of great charm, especially in table ware of delicate modeling. New shapes in iced tea service, twelve ounce footed tumblers in narrow and wide optic with jug to match, come in green, amber glow and blue. An old-fashioned cocktail set comes with flutings and optics in crystal, amber glow and a misty sea green. Another innovation is a fifteen-piece bridge set made up for four people and consisting of four plates, salad or dessert, four cups and saucers, sugar and cream and large sandwich plate. A cocktail shaker with glasses to match comes in various decorations in frosted green, with double game cock in gay color with gold edges. The same decoration on transparent crystal with yellow gold edge and bands of white or yellow gold incrustations, is a splendid item for hot weather selling.

Duncan & Miller Introduce Attractive New Glassware

New iced tea glasses in a lovely green shade are among the new numbers introduced by The Duncan & Miller Glass Co., Washington, Pa. They are being shown by the concern's New York representative Paul Joseph at 200 Fifth Ave. There are also, in this same clear liquid green, table tumblers, goblets, footed ice cream dishes, parfait glasses and a five quart pitchers, also plates, seven and one-half, eight and one-half and twelve inch sizes. These are in Colonial effect with flutings half way up the glass and two narrow ridges above the fluting. Another attractive innovation is a reproduction of an old Georgian design with diamond effect at base like a cutting, and extending half way up the bowl giving it a very rich finish. These come in green and crystal. Salad plates, eight and one-half inches, have a border decorated with a feathery fluting extending in both directions and achieving somehow or other a decided diamond effect. New cigarette holders have a saucer foot for ashes and spiral flutings at base of bowl. These, too, come in crystal and green. Altogether this assortment of new glassware is one of considerable charm and offers a wide choice for the discriminating buyer.

New Fruit Reamer

Frederick Skelton, 200 Fifth Ave., New York, is showing a new fruit reamer, made by the H. C. Fry Glass Co., Rochester, Pa. It is of Fry's heat resisting glass, holds over one-half pint of fruit juice and is constructed so as to be easily handled. This reamer is constructed with lip for easy pouring and handle to hang it by. Altogether it is an efficient, practical kitchen necessity.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE first Boston store to offer its common stock to the public is the Gilchrist Co., Boston's fourth largest department store. The offering through bankers last week was heavily oversubscribed at $35 a share. Last Friday it sold above $36, on the Boston Stock Exchange. The stock is on a $3 dividend basis. Net profits for the five and a half years ended January 31, 1925, after interest, depreciation and Federal taxes at present rates, have averaged $4.50 a share on the 100,667 shares of no par common stock outstanding, which incidentally represents the entire capitalization. Over 83 per cent of the sales are for cash. For over five years past the company has paid average dividends equivalent to $3 per share. The balance sheet of January 31, 1925, shows net tangible assets of $16.14 per share, which does not include any item of good-will or any value to the leaseholds under which the company operates. The business was founded in 1859 by John Gilchrist. Since the present management came into control in 1912, sales have risen from $3,000,000 to $11,000,000. Present facilities are sufficient to handle a large increase in the company's business. The management continues the same, with the exception that Charles C. Ferris, president, and William Jardine, vice-president, have retired from the board. The officers are now as follows: Felix Vorenberg, president; Fred Vorenberg, treasurer; Samuel Vorenberg, vice-president; and F. Frank Vorenberg, secretary. Simon Vorenberg is chairman of the board of directors, which include Leslie Watson and J. A. Lowell Blake.

H. T. Durgin, buyer of lamps, dinnerware and glass for Gilchrist's, was in New York last week for the lamp and dinnerware meetings of the American Retailers' Association, held on Monday and Tuesday. The nine stores represented each sent a buyer. On July 13 they are going to Chicago to buy lamps during the first half of the week. From Thursday, July 16, to Saturday the 18th they will be at the East Liverpool potteries, choosing individually and buying collectively.

Miss Katharine Barry reports that Houghton & Dutton's "Underselling Day" was a great success. Imported cottage dinner sets of Bavarian china, English blue willow and German onion, thirty-two pieces each, were marked down for the day to $4.77, and compartment dishes to 73 cents. Many people are buying the compartment dishes, known to patrons of "Blue Plate" luncheons, for home use, to save washing side dishes for stewed vegetables, butter or what not.

Practically all buyers are agreed that kitchenware and crockery sales are good and some say that dinnerware and glass are going faster than in the spring, in actual volume. People are going away for the summer and June brides are being equipped.

Chester M. Libby is reported enthusiastic over his position as buyer of kitchenware, china, glass and lamps for Burrows & Sanborn at Lynn. He should be, because of the location of the summer White House executive offices in Lynn and of White Court less than three miles away. But Mrs. Coolidge has thus far bought her kitchenware at a "5 and 10" in Salem.

An organization of Massachusetts retail merchants will soon be forced with Laurence A. Hanson, formerly manager of the Retail Store Merchants Association in charge according to plans of the executive committee of the Massachusetts Chamber of Commerce. The organization will serve as a central clearing house for all work of the merchant, and will work to correct abuses of the trade, to bring about standard practices and policies and to give to the retail stores of the State a representation in State and national activities.

The hundredth anniversary of the first making of glass in Sandwich, Mass., will be celebrated this summer by the Sandwich Historical Society. An loan exhibition of rare specimens of Sandwich glass will be opened in the uncompleted historical building on July 25, and will continue three weeks or longer. Frank W. Chipman is chairman of the committee on arrangements and Miss Jennie B. Jones is secretary.

The volume of retail trade during June will probably prove to be the most favorable of any month this year, according to a bulletin issued by the Federal Reserve Bank of New England. Preliminary figures for the first three weeks indicated that sales would be normal, which is a better condition than has been reported since December and better than the average monthly condition for 1924. Credit conditions, wholesale and retail, were practically the same in May as a year ago. Charge sales continued relatively greater in volume than cash sales but in May the increase in volume of accounts outstanding was offset by an increase in collections.

Building permit applications in May in 39 cities in Massachusetts broke the record for aggregate value for the third successive month. The total was $23,207,203, of which $12,432,257 was for 1325 new residential buildings to house 2405 families. For the first five months of

(Continued on page 30)

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

HOT weather brings to the New York market a varied assortment of lemonade and refreshment sets, and attractive trays for piazza or lawn service. These are conspicuously featured in many of the shop windows, and are delightful in color and decoration. When the sun is bright and winds gentle beverages served in delicate glassware seem to refresh and bring a soothing influence to the tired and weary guest. After golf, bathing, tennis or other games, the hostess selects the lightest and daintiest china and glassware on which to serve tempting out-of-door refreshments.

Glassware in nautical design, for the bungalow or out-of-town home; and crystal glass porch sets with three compartments for dainties and cooling drinks; sets of water lily design, with green leaves for the border, and yellow centers; green, amber and other colored refreshment sets make a lovely window display, beautiful in color which is being shown by Rich & Fisher, Inc. The array of china, glassware, and novelty pottery is beautiful in bright color and novel designs. One nautical center table set, has four small glass dolphins of light green and tails twining about the flower stand and the open mouths for receiving small buds or spring blooms. These are fastened together with a green glass link chain, festooned to the center glass dolphin. This ornament is a most attractive center piece for table decoration.

Beautiful seasonable glassware, in a lovely shade of green, is offered by Gimbel Bros. in the glass and china department including attractive stemware, goblets, tumblers, cocktail and sherbert glasses, which are appealing in their daintiness and cool tint. The imported china dinner sets of unusual fineness with border pattern and coin gold handles, are noticeable for unusual values. The borders are of ivory and colorful conventional floral designs attractively shown against the Czecho-Slovakian china. These sets of 100 pieces are priced at $29.50. Lovely optic-iris stemware, goblets, tumblers, cocktails and champaign saucers, of enticing rainbow tints, also commands attention at 29 cents each.

The summer months bring to mind how important is the garden and its furnishing. An attractive out-of-door resting place must of necessity be furnished with care and thought and garden furniture is one of the most noticeable features of the American garden of today. An assemblage of unusual garden accessories is being offered by John Wanamaker, which have the essential attributes, stability and appropriateness. These are made of crushed marble and granite by a secret process and are guaranteed not to crack in any weather. Bird baths of colonial design in ivory and gray at $12.50, fountains and figures, ivory finish at $46.50, garden sets of Greek design, at $15, flower pots, ivory and gray finish in conventional designs, at $4, are some of the specially priced garden equipment which would beautify and add to the attractiveness of the modern garden or lawn.

The Woolworth chain stores are featuring splendid values in blue and white china and pearl iridescent glassware, attractively arranged in window display. The blue and white color in conventional designs is specially desirable during warm weather, for cottage or veranda service. The lovely rainbow colors which characterize the beautiful glassware, is refreshing in their delicate tints and their attraction for the season lies in its appropriateness for cooling drinks; lemonades, orange and grape fruit mixtures. Paper—picnic, camping and outing service of paper; plates, cups, napkins, spoons, etc.—are also well displayed, showing needfuls for out-of-door occasions in windows devoted to these utilities.

A most unusual window is being featured by Ovington, the Gift House of Fifth Avenue, in which the background is made effective through the use of plaster, in grey, with wooden cross beams and a large batten door. The door has huge metal hinges of artistic ornamental design, and a large knocker. It is evidently intended to represent the entrance to an elegant summer home, and the window arrangement, the veranda. Wrought iron furniture beautifully ornamented with metal flowers and gold leaf, graces the center and sides of the window, and placed on the tables and stands, are bright Czecho-Slovakian china tea sets, with floral designs, in color and borders of black and others with green, yellow, rose and blue decorations. Two crystal lamps, one red and the other white, stand on the tables and china and glass ornaments add to the spectacle. The red lamp has a decidedly unique shade of rose dotted swiss, with ruchings of the same material, while the white glass lamp has a yellow dotted swiss shade also trimmed with ruchings are equally attractive. These lamps are truely meant for the summer home and lend a most refreshing air to the window setting, which is on the whole, a most attractive display.

Specially adapted dinner ware for apartment house use in open stock are shown by H. C. F. Koch & Co., Inc., interesting the uptown district. These sets include thirty-seven pieces with coin gold handles in five patterns and are lovely in conventional decorations and fine design. The price of the entire set is extremely modest at $9.69. These sets appeal to a host of housewives who desire attractive dinner service at a conservative figure which will maintain the refined character of a well appointed dinner table.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

WITH the opening of the Mid-Summer Furniture market in Chicago last week, the coming of the annual Gift Show at the Sherman Hotel the first week in August, and the approach of the fall buying season, more interest is being shown in the trade here. Enthusiasm will gain momentum from this time forward and a good Summer and Fall Wholesale business is looked forward to by the local men.

Retail trade continues to reflect a gradual improvement in conditions with the department stores now demonstrating more of a desire to unload their surplus stocks at reduced prices and prepare the way for new merchandise to be purchased within the next sixty days. Chicago stores were featuring the following this week: Burley & Co., opened this week their usual summer discount sale on china and glassware, including discounts from 10% up to 35%. Mandel Brothers held a sale of silk and georgette lamp shades at 25 per cent reductions and also had 100 piece domestic dinner sets at $20. Davis Store made a special of 14-piece iced tea sets in amber and green glass, optic effect, at $1.59 per set. The Fair is holding its Month End Sale, of home needs including six piece yellow bowl sets at $1. 12 piece utility dish set at $1 and seven piece iced tea sets at $1. Hartman's had half dozen cups-and-saucer groups, imported from Czecho-Slovakia at $1.19 for this week only.

It is interesting to note income taxes paid by some of the Chicago corporations dealing in china and glassware, just made public, which reflect in a measure the condition of these businesses during the past year. The following were included: Aladdin Products Co., $48; Albert Pick & Co., $562; Butler Brothers, $27,-877; The Fair, $12,085; Hartman Furniture Corp., $8,-864; Hillman's, $1,470; Marshall Field Co., $72,345; and Montgomery, Ward & Co., $41,607.

The Cliftwood Potteries, Morton, Ill. have opened a display in the American Furniture Mart Building. H. J. Mathis is in charge and assisted by William J. Dooner of Dooner-Logan, manufacturers' representatives.

Tentative date of July 9 has been chosen for the next regular meeting of the Glass, Pottery, Lamp and Housefurnishing Assn., the time and place to be made with the formal announcement of the meeting. President Sam J. Natkin has requested that all members promptly return, fill in, their questionnaire on insurance, in order that they will derive the benefits of the new feature of the local association.

Latest reports from the management of the Chicago Gift Show to be held Aug. 3 to 8 at the Sherman Hotel say that an additional bank of rooms in the new section of the Sherman Hotel on each of the three Gift Show floors has been taken in order to accommodate late applications for exhibit space. The "sold out" sign will soon be flashed, according to the rate new applications are coming into the association headquarters at 10 La Salle Street.

Petition requesting adjudication in bankruptcy was filed last week against Herman Shapiro as the Calo Furniture Shop. Liabilities are listed as $1,000 upwards and assets not listed.

Now it's the millinery trade! Leading millinery firms of Chicago have brought about a plan for the erection of the Chicago Millinery Mart, taking over

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

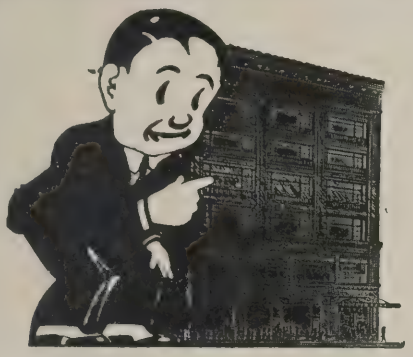
1751 West 74th Street CHICAGO

Phone Triangle 1000

CHICAGO

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Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

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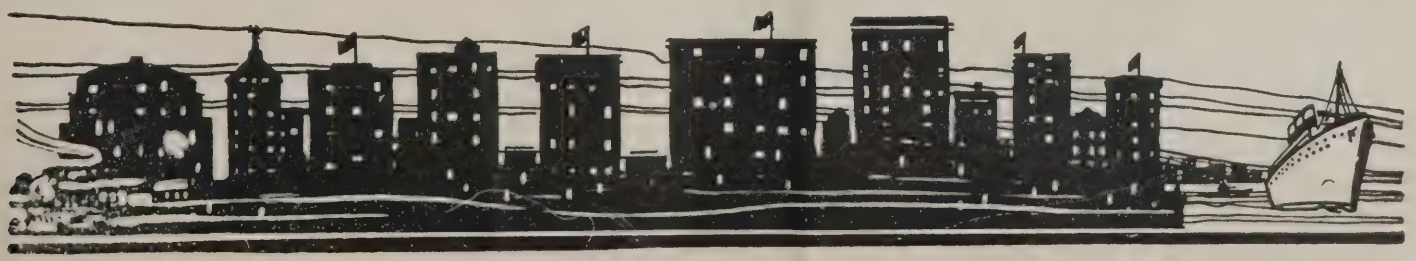
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MANUFACTURER of Yellow and Rockingham Ware wants to make connection with southern salesman who could carry our line as a side line. State territory you are now traveling. Box 488, care CROCKERY AND GLASS JOURNAL.

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WANTED—Dresden china line by Chicago sales organization covering city and vicinity. Will handle on commission basis together with other high grade allied lines. Address Box 422, CROCKERY AND GLASS JOURNAL, 312 So. Clark St., Chicago.

The Chicago Market

(*Continued from page 28*)

the old furniture exhibit building at 1319 South Michigan Ave. The Jewelers building at Wabash and South Water Streets, to be Chicago's tallest skyscraper is now under way. The Furniture Mart opened a year ago is already a decided success and additions are now being planned to the building, which is already the largest in floor area in the world. It is high time for the china and glass firms of Chicago to give serious consideration to the future of Chicago as a market for their wares and to plan a china and glass mart that will attract buyers from all parts of the country and give Chicago the leadership in the trade.

The Steinbeck Co., 72 E. Roosevelt Road, has imported two lines of pottery, one from Czecho-Slovakia and the other from France. The Peasant Art Pottery from the former country comes in a variety of highly colorful decorative pieces, including vases, bowls, ash trays and water sets, while the French line, the first time shown in this country is all hand made in subdued colors of unusual harmony and beauty. Samples are now on display in the Steinbeck Showrooms.

What the Potteries Are Doing

(*Continued from page 23*)

according to advices that have been received here. This company, which was recently organized proposes to place the former plant of the Guernseyware Co., on a full production basis.

Glass Factory Activities

(*Continued from page 24*)

Mo., and which was financed by Pittsburgh, Pa., interests, and which has been inactive for several years is being sold at auction. Whether purchasing interests will place the property in operation has not been announced here, although it is expected that production will again be resumed.

W. B. Keefer, general manager of the Sheffield Glass Co., Sheffield, Pa., has returned to his office, following a business trip to the eastern market.

Boston News Notes

(*Continued from page 26*)

1925, permits have totalled $84,188,787, an increase of $14,383,512 over a year ago; for residential buildings the total has been $49,720,410, an increase of $15,083,052 or 43.5 per cent over a year ago, the families to be accommodated numbering 10,323, an increase of 2454 or 31.2 per cent.

John Martin, buyer of china for Jordan Marsh Co., recently returned from several days at the potteries.

James J. Brainard, treasurer of the Westmoreland Glass Co., drove through Boston on his way from Pittsburgh to his summer home near Dexter, Me. He made the 750 miles in three days, and stopped at Boston just long enough to call on Messrs. H. P. & H. F. Hunt, New England agents for his concern.

W. R. McEvoy, wholesale manager for Mitchell Woodbury Co., motored to his Maine camp this week. R. F. Wiley, store salesman for the same company, left for his cottage at Wentworth Lake, N. H.

W. J. Chenoweth, C. J. Keating and M. W. Warren started this week on a Southern trip for Jones, McDuffee & Stratton.

Henry M. Kinports, manager of the Kinports Jewelry Co., 21 Hanover St., Boston, died last week. He was seventy years of age.

Jones, McDuffee & Stratton Hold Annual Outing

Mr. Leach, general manager for Jones, McDuffee & Stratton, as pitcher for the "Vitrified" nine, held the "Vitreous" nine to one run while his own team walloped Roy

Toomey for five at the annual outing of the Boston office at Riverside Park last Saturday afternoon. Later a canoe-tilting crew, composed of Messrs. Leach and Kelly succeeded in upsetting their opponents. During the box lunch which followed an acute shortage of ice cream and oranges was noticed, due principally to the affection Messrs. Carr and Leach manifested for those commodities.

The committee, which incidentally selected beautiful weather, arranged for all to dip in the pool and provided for dancing in the evening, consisted of E. F. B. Bodley, chairman; Messrs. Lee Cass, McWhorter, Baker and Toomey, Miss Anne Murphy, Mrs. Anderson and Miss Siccola.

The winners in the sports were as follows: Fifty yard dash, girls—Miss Fitch, Miss Helen LeViska. Fifty yard dash, men—Mr. Clayhive, Mr. McWhorter. Pipe race—Mr. Campbell. Hundred yard dash, men—Mr. McWhorter, Mr. Hessian. Cracker race, men—Mr. Pennock. Cracker race, girls—Miss *Anne* Murphy, Miss *Agnes* Murphy. Three-legged race, men—Messrs. Wolf and Clayhive. Three-legged race, girls—Miss Fitch and Miss Dover.

It's Hot



THESE two ideas are suited to use during the summer months. With the hot days, swatting flies is one of the most common pursuits and therefore a subject in which people can easily be interested for advertising purposes. One of the most effective ways is to distribute to customers small screen swatters, with wooden handles with your advertisement on the handle. These can be purchased inexpensively from an advertising novelty house. Your jobber will put you in touch with one in case you do not know of one. These useful devices should not be given out indiscriminately but should be displayed in the store. The signs in connection with the exhibit should advertise the store rather than the swatters such as:

Swat the high cost of living. Buy——

Summer is the time of picnics, carnivals, celebrations and other gatherings of people in your locality.

Retailers can advertise in connection with these meetings where it is desired to have everybody acquainted and be on informal terms. Merely supply inexpensively printed string tags to be worn in lapel by those in attendance. These tags should read:

My name is ————
What's yours?
Let's get acquainted
With each other and
With the Model Store.

Have a man at the location of the gathering to give out these tags, writing in name of wearer.

Unusual service

RHCCO A1

SERVICE is an elastic term. It should be considered of fullest significance in relation to R & H Ceramic Chemicals, Minerals and Oxides.

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GIFT SHOW
HOTEL SHERMAN
AUGUST 3-8

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At the FOURTH ANNUAL CHICAGO GIFT SHOW the buyer will see a more complete and extensive exhibit of gift merchandise than ever before. Several hundred lines comprising all the latest merchandise from every corner of the globe will be at his disposal—ALL UNDER ONE ROOF. Manufacturers who wish to reach the buyers and exhibit their merchandise to the central market are urged to make arrangements at once. The various lines which NOW comprise the FOURTH ANNUAL GIFT SHOW already exceed in proportion any display ever conducted in the United States.

For information, exhibit space, etc., address

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French China Dinnerware, Short Lines. White China for Decorators.

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Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
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Open stock dinnerware patterns. White China for decorating.

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Lighting glassware, glass specialties.

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AS THE EDITOR SEES IT

THE FIRST SIX MONTHS

FROM the New York market, East Liverpool and Pittsburgh comes the same old story of summer dullness and hope for an early rush of fall buying with an occasional gleam of cheer from an enthusiast who declares that "things are pretty good—no kick at all." The attitude in Boston seem considerably more optimistic while Chicago strikes a note of real confidence and cheerfulness such as we haven't heard in some time. Now that the first six months of the year have passed many of us are stopping to take stock of conditions and make a comparison between the first six months of this year and those of 1924, with the idea of getting a basis for anticipating or predicting the results of the remainder of this year.

BRIEFLY stated, the results of the first six months have been satisfactory. In basic industries comparative indexes usually show favorable results as contrasted with last year. There are a few in which the volume of output is slightly less, but they are not numerous nor is the reaction apparently more than tentative. Taken as a whole the general volume of business is much the same as in 1924, better in many lines and its distribution is more even. There is greater demand for products at retail and apparently a more widely diffused buying power than existed a year ago. All this furnishes the basis for genuine prosperity in the cities and manufacturing centers.

ON the farm the state of things has been about equally acceptable. Winter wheat made an unfavorable start, but this has largely been offset by better weather and by the seeding of abandoned acreage to other products. Cotton acreage is large and the crop output promises to be a million bales larger than last year, at least possibly. Both in cereals and in cotton prices are good, cereals showing a great improvement over a year ago. The farmer is financially stronger and promises to be decidedly more prosperous both per unit and as a class than he was in 1924. He has paid some of his obligations and he is, generally speaking, in a better position all around than he was at the corresponding date twelve months earlier. Certainly there is no wonderful or sudden change in his general position, but there has been a slow, steady easing of the strain to which he was subjected during the period after the war inflation came to an end.

LABOR has been fairly employed and at good wages. The Government's index of pay rolls in manufacturing industry shows a general situation about as high as the year before on the average, while in some branches of business it is decidedly better. During the past sixty days there has been some easing off of the demand for labor, but it has been hardly more than seasonal and the general ability of the working man to buy and consume has suffered little. It is not long since a well known labor leader described the skilled workers of the country as being better off, both in conditions of work and real wages, than they ever had been before. That is undoubtedly the case. As prices have receded employes have been able to hold a good deal of the advantage they had gained in money wages when prices were on the way up.

Standard Sales Check Recommended As Most Efficient

ADOPTION of a uniform salescheck system by leading Boston department and specialty stores is recommended by a committee of educational directors of some of the most prominent stores, according to the *Retail Ledger*. The recommendation of the committee, which worked under the auspices of the Retail Trade Board, follows an exhaustive study of the salescheck situation in a dozen of the best Boston stores.

Since the Governing Council of the Retail Trade Board already has approved the committee's findings, immediate action toward working out a salescheck system that is uniform or nearly so is likely to be taken by the larger stores affiliated with the board, because the Governing Council is made up of head executives of these stores.

Twenty-one different phases of the salescheck situation are touched upon by the committee in its report on the study. In each case a recommendation is made as to what seems to be the best procedure for unifying the system.

Before touching upon the committee's recommendation, it might be interesting to note that one of the chief reasons for looking into the possibilities of a uniform salescheck system was the facilitating of training of extra sales people. On this subject the committee says:

"Because of increased business on Saturdays and Mondays, the stores of Boston find it necessary to add a large number of temporary employes for these days. As a result of this condition, special salespeople pass from one store to another according to the fluctuating demands for salespeople, with the result that many special employes at one time or another have the experience of selling in each one of the larger stores in Boston.

"Especially for this reason the educational directors of the Retail Trade Board felt strongly that if the salescheck systems under which the various stores operated could be made more uniform, less time would need to be spent instructing specials in the peculiarities of each store's method of operation—and the employe would be less confused and would make fewer mistakes because of variations in instruction. It would be much more possible for such specials to be put to work almost immediately in any one of the stores in the Retail Trade Board, if those specials had had instruction in any one store's system under a plan of making the system fairly uniform."

Of the dozen stores studied by the committee, one used three different salesbooks, seven used one book, one required four books and three required two books. It was recommended that the responsible store executives make a study in an effort to adopt a uniform number.

There was also a wide variance in the methods of handling cash. Eight stores used one type of register with a cashier, one store used two types of register with a cashier, four stores used one type of register operated by salespeople and two stores used two types of registers operated by salespeople. In one store four types of registers were operated by salespeople, and in one store salespeople operated three types. On this phase of the matter, the committee states, "We recommend that the responsible store executives try to be uniform by limiting the number of kinds of registers used by the various stores."

Ten of the twelve stores use tissues in their salesbooks. Six stores retain the tissues in pamphlet form, four tear them from the books at the close of the business day and two take them from the book at the time of the sale. Recommendation: "The committee believes it is preferable that tissues be left in the pamphlet form until the book is completed and then sent to a filing center."

Other phases of salescheck methods looked into and the recommendations made include:

Handling of tallies. Six stores write the amount of the sale alone on the tally, three write the name of the customer, on the tally for charge and C. O. D. sales, one writes the name of customer and town as well as the amount on the tally for charge and C. O. D. sales. In one store the amount of the sales and the department are written on the tally for all sales. In one store certain departments require merchandise information concerning the sale on the tally. Recommendation: "That the responsible executives study this matter and consider the advisability of using one tally for cash, charge and C. O. D. sales and having only the amount entered."

Method of writing the date. Seven stores require the year, five only the month and day. Recommendation: "That the responsible executives study this matter and consider the advisability of using a printed line to separate the month and day, and to require only the month and day."

Method of indicating department and salesperson's number on the sales slip. Three stores have both numbers perforated on the slip; three stores stamp in the department number and write salesperson's number; in one store the department and salesperson's number is written in by the salesperson; in four stores the department number is perforated and the salesperson writes in her own number; in one store the department and salesperson's number is printed in, written in or stamped in.

Recommendation: "That the responsible store executives consider the advisability of requiring department numbers to be stamped on the slip and, as far as possible, the salesperson's number also. This saves time for the salespeople and makes work on the sales slips easier in the office."

Use of Printed Letters. Ten stores require use of printed capital letters (in names), one does not require printing at all and one requires the whole name and address to be printed.

Recommendation: "If possible have only the capital letters of the name and address of the customer printed."

Methods of Writing Even Amounts (with a Cipher or Dash). Ten stores require use of the ciphers, two the dash.

Recommendation: "Look into the matter from the auditing office point of view and require all stores to write the ciphers."

Treatment of the Address Label in "Take With Sales." Two stores leave label blank; two write "del," one writes "D," six put in an "X," one writes "Taken," one records the amount of the sale and "Taken."

Recommendation: "That the address label space be left blank on a take with sale, as it saves the time of the salespeople."

Errors and Erasures. Eight stores void a sale if the mistake is in figuring; four stores have the floor superintendent go over the figures (if not too bad a mistake) with their blue pencil; two stores void everything whether a mistake in figuring or in address; in ten stores the address may be erased (if done neatly) and the signature of the floor superintendent is not required.

Recommendation: "If possible allow erased figures to be marked with blue pencil (if neatly done) by the floor superintendent. This saves not only time, but materials. If error in address is slight, we recommend that salespeople be allowed to rectify it without signature of floor superintendent."

Information Required on the Merchandise Ticket. One store records the department number and salesperson's number; four record the salesperson's number and the date; three record just the salesperson's number; one records the price, date and salesperson's number; one records the salesperson's number and the kind of sale. In two stores no information is required on the merchandise ticket.

Recommendation: "Consider the matter of having standard information on merchandise tickets and the advisability of writing only the date and salesperson's number."

System for the Disposition of Sales Slips. Five stores have the cashier handle all their transactions; two stores use the tube; five stores use both the cashier and tube system.

Recommendation: None.

Value of the "Number of Pieces" Space on the Sales Ticket. Nine stores consider it of no value, three use such a space. Recommendation: "Consider the possibility of omitting the space, as it is a duplication of information as well as extra work."

Method of Making Out Even Exchanges. Four stores make out an even exchange in their sales book, four stores make out a cash even exchange in the sales book, but for charge sales a credit is put through and a new sale is then made out; two stores put through a credit or refund for every even exchange sale; two stores use a separate even exchange book.

Recommendation: "Consider the advisability of having all even exchange sales made out in the sales book."

Part-Paid C. O. D. Sale. Six stores use two slips, six stores use one slip. Recommendation: "Consider the possibility of using one slip. This saves much time as well as materials."

Sales Which Require the Customer's Signature. Eight stores require the customer if she has no coin (identification coin) to sign her name on "charge taken" and "charge to one and send to another" sales, besides the floor superintendent's signature; one store requires the customer without a coin to sign for a "charge taken" sale, also for a "charge to one and send to another" sale if it is under $2 without the floor superintendent's signature; one store requires the customer without a coin to sign her name on a "charge taken" sale and on a "charge to one and send to another sale" under $3 without the floor superintendent's signature. Two stores require the customer without a coin to sign all "charge, taken" sales over $2.

Recommendation: "That it be made a rule that all charge sales without a coin should be signed by the customer. (It is very embarrassing for the customer to be required in one store on a certain kind of sale to sign her name and to find that in another store on the same kind of sale it is not required."

Banks Optimistic

While there has been no striking change in the business situation, conditions are such as to inspire greater optimism, according to the July letters issued by leading banks. Business is on a solid basis and the volume of trade is holding up well.

Discussing the foreign trade situation, the National City Bank points out that foreign loans have played a large part in maintaining American exports. It says:

"Foreign trade in the fiscal year just closed has piled up another large trade balance in favor of the United States. We sold more and bought less than in the previous year, and for the eleven months ended with May the favorable balance was $1,034,481,000. Our foreign loans have been enough to settle it, and without these loans it is difficult to see how Europe could have made the progress which has been accomplished toward reestablishment of the gold standard.

"Credits are standing here now in favor of Great Britain, France, Belgium, Italy, Sweden and Denmark for sums aggregating approximately $600,000,000 for the purpose of stabilizing their currencies. The movement to gold resumption is at a critical stage, and a rise of exchange rates in favor of the United States is at present undesirable.

"The credit situation in this country remains very easy and favorable to business expansion. The clearing up of Western banks which has resulted from improved conditions in the wheat belt has increased the supply of credit available, and since inventories are generally low, business

is running with a minimum of bank accommodations. The reduction of the short term debt of the United States in the last year to the extent of about $250,000,000 in addition to that accomplished by the regular operations of the sinking fund of course throws that much capital into the market for new investments. This has been an important factor in the rise of governments."

The American Exchange National Bank comments as follows:

"In general the situation is considered unusually satisfactory, the close adjustments between consumption and production in most trades having resulted in a greater degree of stability than many hoped to see before fall. Competition remains keen, however, and business is being done on narrow margins, although the trend of prices as a result of adjustments in production is generally upward. Operations in the steel trade continue at a rate of about 70 per cent of capacity, with new orders running to about 50 per cent. Previously booked orders are sufficient to keep the mills going at approximately the present rate.

"The general situation in trade and industry is reflected in bank debits and in car loadings. The latter are running well above last year and have held close to the record movements of 1923, which reached the million mark during May and June. For the first five months, car loadings this year were above both 1923 and 1924."

Boston Advertising to Be Standardized

On July 1 a new policy dictating standards of practice in newspaper advertising will go into effect among publishers and members of the Boston Trade Board, according to Daniel Bloomfield, managing director of the board. The new ad plan was prepared by the advertising group of the board and has been accepted by the governing council and members of the organization.

An outline of the proposed policy follows:

The undersigned stores agree to adopt the following standards of practice in the relations between their advertising departments and the newspapers, effective July 1, with the understanding that newspapers are asked to report to offending members of the group instances in which they have violated these standards, and that if, after reasonable time, no attention is paid to these reports the newspapers will be asked to report such violations to the secretary of the Retail Trade Board to call to the attention of the store heads.

First. No newspaper should be asked to set an advertisement unless it is reasonably sure that that advertisement is going to appear in that newspaper. Setting of advertisements shall be considered an obligation to use on the part of the advertiser, and once set they shall not be killed without good and sufficient reason.

Second. Preparation of copy: (a) Layout for each advertisement shall be prepared on the standardized layout sheet to be furnished free by newspapers, and to be acceptable to the stores. This sheet should show the general effect desired and give total size and comparative size of sections. The exception to this will be in the case of stores which generally follow a standardized layout. (b) No copy should be written on this layout, except the large display headlines. All copy should be legibly written, preferably typewritten, and each section on a separate sheet. (c) Type markings should be done by a competent person. Where this is not possible, the marking of body type and general arrangement of display should be left to the printer. (d) So far as possible copy should be edited and layouts O. K.'d before being sent to newspaper. Copy should be written on paper not larger than 8½ x 11 inches to avoid folding and refolding by the printer.

Third. Drawings and cuts: (a) All drawings should be O. K.'d before being sent to the newspapers. The exact size of cut should be ordered before the type is set. Where type is set first and cuts ordered afterward, it frequently results in resetting all of the type in the sections where cuts are used. Artists should be given ample time to make drawings. (b) Where there is a possibility of their being used the second time drawings should be filed by the advertiser for future use. (c) Drawings should go to the newspaper at the same time as the copy. Instructions to the art department should be made or supervised by some one competent, and in all cases both dimensions should be taken into consideration in marking size or drawing. (d) When more than one newspaper is to be used, the same cuts or drawings should be passed from paper to paper instead of mats. (e) Drawn borders should not be used where standard rule borders will give the effect desired. (f) Drawings should, so far as possible, be of standard proportions to allow one-quarter, one-third or one-half reductions.

Fourth. Corrections and proofs: (a) All corrections shall be made according to the standardized form used in newspaper offices. Corrections should be made promptly and legibly and, so far as possible, on the latest proof. (b) In the case of large advertisements, proofs should be cut in sections before marking corrections. This obviates lines crossing and recrossing each other, which results in great loss of time. When making changes, always use the last proof that has been submitted, and do not send corrections to one paper on proofs which have come from another. (c) Corrections involving a large amount of work to obtain very slight changes in effect should be avoided. Where any considerable amount of new copy is necessary, this new copy should be on a separate sheet, preferably typewritten instead of written on the margin of the paper. (d) The number of proofs requested should be kept to the minimum necessary and record of this number to be filed by the individual advertiser with the newspapers.

Fifth. Reverse plates: (a) Final O. K. on the type matter should be given before Ben Day or reverse plates are made. (b) In making Ben Day or reverse plates (white type in a black background), it is necessary to first set the words desired in type; then a proof is taken on fine paper on a job press; the impression on the proof is then photographed and a zinc plate is made.



Albion
Cheshire

One of Maddock's new open stock patterns carried in New York for Ready Delivery.

MADDOCK & MILLER, Inc.

"The House of Stock"

MILLER-KUPPER BUILDING
39-41 WEST 23RD ST.
NEW YORK

"Quality Guaranteed" An Important Question

The advantages to be gained by manufacturers through the production of "quality guaranteed" merchandise are set forth in a bulletin just issued by the Department of Manufacture of the Chamber of Commerce of the United States.

The bulletin states that "the consumer will pay for quality when guaranteed," and further declares that "there is no greater fallacy than that the greater portion of the buying public purchases on price alone.

"Trade associations serving more than twenty-five lines," the bulletin says, "have set up definite standards to protect the buyers of their commodities and this is proving not only of great benefit to their members but it also inspires the confidence of the consumer which must always precede buying.

"This matter of 'quality guarantees' is of interest not only to our domestic market but especially to all desirous of building up a permanent foreign trade in which there is little opportunity of examination before purchase and one mistake may forever prevent resumption of trade relations.

"The buyers of merchandise in various parts of the world making contacts with new sources of supply have to safeguard themselves in every way possible in getting the quality of merchandise which they desire and for which they pay. Buyers in Latin America have time and again raised the question of guaranteeing of quality, not only when they are making purchase in the United States, but in England; Germany, France, Italy and the other countries. Since 1923, the Secretariat of the League of Nations at Geneva has been making an investigation of methods of protecting importers against inferior quality. For more than a year the International Chamber of Commerce with headquarters at Paris has been pursuing a study of the methods of protecting importers against shipments of inferior quality. These international investigations have raised the question of standards of quality and certificates of quality in the consuming countries of the world as well as in the manufacturing and exporting countries. Definite establishment of quality and standing back of shipments have become factors in international trade. The certificates of quality issued by a manufacturer and based on standards of quality set by reputable trade associations in an exporting country may play an important part in merchandising a commodity in a foreign country."

Mid-West Business Holding Its Own

While there appears to be some curtailment by some of the basic manufacturers, the retail and wholesale markets of the Middle West are more than holding their own, it is stated. This is especially true of the wholesale and retail dry goods markets. Reports by big firms show that distribution last week was considerably greater than for the corresponding week a year ago, that collections were better and that road sales are constantly increasing.

Following the half-yearly settlements, which deflected much money from financial centers, the call money market has eased down, the rate dropping to 4 per cent from 6 per cent, the rate just prior to the July payments of interest and dividends. One hundred and thirteen Chicago banks, reporting personal property assessments, show a gain of more than $100,000,000 over the board of review figures for 1924.

Crop conditions are very encouraging. Timely rains have put all crops practically beyond serious damage. Dispatches from Canada forecast a wheat crop of 350,000,000 bushels, or 10,000,000 bushels above the five-year average. Plentiful rains at an opportune time may increase this estimate appreciably. Similar conditions prevail in the Northwestern United States. Farms that were abandoned three years ago are in line to produce handsomely this season and there is distinctly a feeling of optimism all over that country, which for three or four years has been such a fruitful field for political agitators and professional calamity howlers.

Unemployment throughout the Middle West is constantly decreasing. Many states are busy with good roads projects, calling for many laborers, and the building programs in the larger cities and towns are taking all available skilled artisans at top wages.

Railroads are getting ready to handle record crops of all kinds and also are making preparations for an unusual tourist movement this fall and winter. Car loadings are satisfactory and the summer tourist travel, now well under way, is heavier than ever. Chicago syndicates are planning an extensive development of the Mississippi-Gulf coast territory, now that the Illinois Central has secured a through route to the coast, by acquisition of the Gulf and Ship Island Line. Present plans, already financed, include two or three very large hotels, pleasure pavilions, golf courses and bathing beaches.

Packers report more actively in their line, with export trade showing new life.

Price Average for June 158.1 Per Cent of Pre-War Level

Prof. Irving Fisher of Yale University announced that last week's prices averaged 158.9 per cent of the pre-war level. The purchasing power of the dollar was 62.9 pre-war cents.

Crump's index number was 151.4.

The June average of prices was 158.1 per cent of the pre-war level. The average purchasing power of the dollar in June was 63.3 pre-war cents.

The June average of Crump's index number was 150.5.

The average of prices for the quarter ended June 30 was 157.2. The average purchasing power of the dollar for the quarter was 63.6.

Crump's quarterly average was 152.5.

Index numbers for the last five weeks follow:

	Fisher	Crump
July 5	158.9	151.4
June 28	159.5	149.6
June 21	158.0	149.8
June 14	156.9	150.5
June 7	157.2	151.9

Business Steady at Mid-Year Mark

The mid-year mark, passed last week, found business on a fairly steady basis, with an optimistic outlook for the remainder of the year, according to one of New York's daily papers. In several lines the low point of production and demand appears to have been passed. Reports from the textile trades, which were among the first to feel the drop in demand and prices in the spring, show a turn for the better has ensued, and while it is not likely that there will be any great speeding up of production in the next two months, and in cottons the outlook is for a further curtailment of productive operations, it is felt that by early fall the curve of output and sales will be pointing to higher levels.

Much of the slowing down that is in evidence in various trades at present is purely seasonal. Despite the almost steady decline in business since late spring, the volume of trade at present, as measured by most available statistics, is much above that of a year ago. In other words, the decline in business this year was neither as sharp nor as far extended as it was in 1924.

In some lines business is moving at considerably above the seasonal level, due almost wholly to the fact that the new policy of merchandising closer to actual needs, or placing fewer advance orders and moving more quickly with style changes, has had a tendency to level off the former peaks in activity and to fill up the valleys of inactive trade. The seasonal swings in many lines, of course, cannot be eliminated, but in the last two years the unwillingness of merchants and manufacturers to carry heavy stocks of goods has tended to bring actual production and consumption nearer together. It also seems to be working toward a much better balance between the two and may overcome to some extent the condition that existed in the late winter, when production was considerably above the then rate of consumption, resulting in the accumulation of surplus goods which eventually forced down prices.

These surpluses have been well worked down now and stocks of goods are in a healthy condition. This is one of the most favorable factors in the entire business situation and one upon which most of the optimism over the immediate outlook is based.

Probably the most important event of the week in the domestic business field was the publication of the government's first forecast of this year's cotton crop. The indications of a crop of 14,339,000 bales apparently insures the goods trade against any shortage of the staple during the coming year. Of course, there can be great deterioration in the crop between now and the time of picking, and this factor alone prevented the price of cotton from breaking more violently than it did upon the publication of the report. The indicated yield is the largest ever forecast by the government since forecasts were inaugurated during the war. The crop, if the estimate is realized, will be the largest since 1914 and the third largest on record. Prices of cotton futures dropped almost 100 points, or around $5 a bale upon the issuance of the crop estimate, which was much higher than had been generally expected. If cotton moves to still lower levels it is likely that some recessions in goods prices will be made, but this, in a way, will be more advantageous to the trade in that it will permit of a wider distribution of fabrics.

It is probable that the opening of tropical worsteds for the 1926 season by the American Woolen Company last week, at prices which appear to average slightly less than those of a year ago, will set the general price level for the entire trade when regular spring 1926 goods are offered a little later. The London and Australian wool sales, which will be resumed around the middle of the month, may show something unexpected in the trend of prices which will upset current calculations, but the fact remains that raw wool in this market has shown a stronger price tendency during the last two or three weeks and the demand for it has been on a broader scale.

Silks continue to hold to a steady pace. Demand is not as strong as it was a month ago and there has been a corresponding let down in production, but this is more or less a seasonal feature.

Both the men's and women's apparel trades are in a good position at the opening of their fall selling seasons.

Another industry that has shown renewed activity recently is the shoe trade. In high grade shoes particularly, retailers have recently placed orders for July and August delivery.

TELEPHONE WORTH 3110

Williamsburgh Flint Glass Co.

290 Broadway

New York

Manufacturers of

Lamp Chimneys **Lamps**
Shades **Lantern Globes**

Towel Bars

Linings for Mounting
Made to Order

Private Mould Work

Smith Ceramic Studios, Inc.

901-9 Monroe Ave., Rochester, N. Y.

Originators of

Unusual Creations in Decorated China and Glassware

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York

The Credit Man's Job

By Harry Wright

Checking credits today is no longer a secondary consideration in any organization. There are many phases to be considered, which heretofore were deemed unnecessary.

The credit man will find it to his advantage in checking credits, to give careful consideration to merchants comparatively new in the field, irrespective of their capital. Obviously, there must be a great many exceptions to this general rule.

Stocks throughout the country are not moving with rapidity. Heavy stocks reflect an inclination to speculate, which is to be discouraged. Temporary booms in certain agricultural and mining regions are not to be mistaken for permanent prosperity. A large proportion of commercial failures, attributed to poor business conditions, would, if analyzed, show a lack of foresight, inability to figure cost, and a natural desire to expand, rather than setting up a sufficient surplus to take care of the inevitable dull period that all merchants experience.

Generally speaking, the average merchant is inherently honest, but the desire to protect relatives and friends, etc., who may have tided him over a slump, invariably results, when the final crisis comes, in the unfortunate debtor pleading his honesty at a meeting of creditors.

Volumes have been written on what constitutes a "good" credit man. One thing, however, is certain, that a credit man with ability to say "no" intelligently, and by that, we mean, to explain briefly why credit is refused, will oftimes enlighten an erring merchant and may eventually develop a profitable account with his house.

Turning over an account for collection, does not necessarily imply that you were mistaken in accepting a credit risk, nor does it necessarily mean the abandonment of that account for all future business. Case after case can be cited, where the intervention of the third party adjuster resulted in an amicable settlement without litigation, after the credit man has exhausted his letter writing prowess.

Let me give you a concrete instance. Mr. Credit Risk had been drummed consistently by Mr. Credit Manager for payment of his past due invoice and had just as consistently ignored these letters. The account was finally turned over for collection with instructions to sue at once. One visit was sufficient to ascertain that Mr. Credit Risk had hypothecated all of his accounts receivable, and that his bank balance was nil. All suggestions to furnish collateral security were spurned, and it finally became necessary to obtain a purchaser for a portion of the debtor's stock.

This was arranged for, and payment of invoice procured. In this instance, Mr. Credit Risk subsequently failed. Acting as banker of your accounts receivable is hazardous, and should never be indulged in except in specific instances and then only after a thorough investigation is made or proper supervision arranged for.

Today, more than ever, merchants are turning to the stock market in an effort to recoup losses sustained in their regular business. Automobile distributors find business good. So do proprietors of cabarets, private dining rooms, etc., etc. Habits acquired are not easily changed. Personal habits must be considered.

Do not overlook the development of the chain store industry, with relation to the small independent merchant. Competition is keen, due to many reasons, not the least of which is the process of elimination. Today, more than ever, every credit risk requires individual consideration. Holding post-mortems for credit men at a meeting of creditors may be consoling, but dollars to doughnuts, your "Boss" is thinking otherwise. You may often have to be the wet blanket or damper to some rising salesman's ambition, but the credit man who studies his customers, prospective and otherwise, is the greatest business builder of all times.

Gift Packing Room a Service of Jordan Marsh's Store

For several years members of the firm, together with Merrill W. Osgood, operating manager of the Jordan Marsh Company, have been working on the problem of giving every gift purchased in the store the correct and proper regard, both from the packing point of view and its "inside" appearance.

As a tremendous volume of Jordan Marsh Company's business is concerned directly with gift merchandise, in order to meet the demand for better wrapping it was decided, after a careful analysis, to open four gift rooms—a separate packing room for silverware, one for jewelry, one for the other selling sections in the annex and another separate division for gift merchandise purchased in the main and basement stores.

If a present is purchased for the home, which is, perhaps, one of the most delightful to give, and the customer wishes it to be delivered, the salesperson immediately calls a floor superintendent, who places the customer's card or name, together with the name of the person to whom the gift is to be sent, in a special envelope (marked gift merchandise), prepared especially for just such occasions.

The article, whatever it may be, is then sent directly to the gift-packing room, in the annex store, or the gift-packing room looking after things purchased for the home.

First of all it is wrapped in either white tissue paper, after the price has been carefully eliminated and the article examined; placed in a white box, wrapped again in white paper and tied with fine white ribbon.

A small sticker, with the word "Gift" is then placed in the upper right hand corner, and a small separate card is used calling attention to the fact that the article has been subjected to a careful examination in the store.

The package is then wrapped in strong brown paper, tied with heavy cord and addressed in typewriting, to insure its safe arrival at destination.

The package is either insured or registered and sent special delivery, if specially requested.

Jordan Marsh Company has started this service because the need of sending gift merchandise in a thoroughly up-to-date manner, with due attention to its inside and outside appearance, has long been felt



TWO more Britishers who have visited our shores for the first time are leaving for home with a horde of pleasant impressions and a better understanding of American business methods. These men are H. J. Plant, director of R. H. & S. L. Plant, Ltd., Longton, Eng., and W. G. Savill, a well-known London china and glassware merchant. Mr. Plant is chairman of the English China Manufacturers' Technical Committee and joint author with Chas. J. Noke of "Pittman's Book on Pottery." Both Mr. Plant and Mr. Savill expressed themselves at being deeply impressed by their visit to the china and glassware departments of several of our leading department stores and wished to congratulate the buyers on the arrangements of displays, etc. They also visited several American potteries in which they were deeply interested. Mr. Plant and Mr. Savill left Friday for Canada via Buffalo. They will sail from Montreal on Saturday, July 11th. They were entertained in New York by Eugene Fondeville, head of A. J. Fondeville & Co., who represent the Plant interests in this country.

Col. W. F. Ellison, Pacific Coast traveler for Geo. F. Bassett & Co., New York, not deterred by the recent earthquake at Santa Barbara, Calif., started out on his fall trip on Monday for his home at Los Angeles. He will work his way up the coast as far as Seattle then on to Chicago, from where he will come to New York for his annual conference at the concern's headquarters here. The Colonel writes that business is quite looking up on the coast by that there is a general feeling of optimism.

Earl Crooks, assistant manager of the Crooksville China Co., Crooksvile, O., arrived in New York on Tuesday to spend several days here conferring with John L. Pasmantier & Sons, the factory's newly appointed agents for the Metropolitan District. The principal purpose of Mr. Crooks visit was to attend the formal opening of the new salesroom on Wednesday, which has just been completed by the Pasmantier firm for the exclusive display of the Crooksville line.

Justin Tharaud, head of Justin Tharaud, Inc., New York importing concern, together with Mrs. Tharaud returned to New York on the *Celtic* on Tuesday, July the 8th. He had spent a considerable time in Europe visiting the factories he represents in this country.

Alfred Leyland, thirteen year old son of Percy N. Leyland, New York importer, who has been spending his vacation at a camp, returned to New York Friday ill. On Sunday he was operated on for a slight infection of the middle ear. He has recovered from the trouble nicely and is now practically in perfect health again.

E. Torlotting, head of E. Torlotting, Inc., New York, writes that upon reaching Paris a week ago last Saturday, he and Mrs. Torlotting were met at the Gare de l'Est by Mr. and Mrs. Tharaud, and Mr. and Mrs. Louis Reizenstein. The three couples spent several days together. Then Mr. and Mrs. Torlotting left for the factories of the Cristalleries de St. Louis, at Lorraine.

Donald Miller, of Maddock & Miller, Inc., New York, returned to the office Tuesday after two weeks spent with his family at Falmouth, Mass.

G. Simons, buyer for M. Sellers, Portland, Ore., has been visiting the New York market for several days. He returns to Portland, Thursday.

Fred Farrell, with Alfred G. Moment, left Wednesday for Fouth Lake, N. Y., where he will spend his vacation "near to Nature's heart." It is presumed that he is accompanied by the engine of his pet boat as he spent considerable time cleaning this important piece of machinery last week.

William S. Anthes, with Herman G. Kupper, Inc., left Tuesday of last week for Miami, Fla., where he will spend his vacation.

Kathleen Leyland, daughter of Percy N. Leyland and assistant in the office of Percy N. Leyland, Inc., is spending a two weeks vacation at Mountain Home, Pa. She returns on July 15.

"Joe" Offley, with B. Tomby, New York, left Monday for a two weeks vacation.

July Golf Tournament at St. Albans, L. I.

The July tournament of the Pottery, Glass & Brass Golf Association, New York, will be held on Tuesday, July 14th, at the St. Albans Golf and Country Club, St. Albans, L. I.

The host for this event is "Tom" Smallwood, who secured the prvileges of St. Albans for the Association.

Train leaves the Pennsylvana Station at 8:35 A. M. Daylight Saving Time; also leaves Flatbush Ave. Station, Brooklyn at 8:33 A. M. Any one who misses this train can leave at 9:09 or 9:25 for Jamaica and from there taxi to St. Albans. This tournament bids fair to be one of considerable interest and enjoyment.

Pasmantier Opens Crooksville China Salesroom

John L. Pasmantier & Sons, 5 West 20th St., the well known china and pottery wholesalers, who recently acquired the New York representation for the Crooksville China Co., Crooksville, O., have provided a beautiful setting for the display of the line in a new salesroom, the formal opening of which took place on Wednesday of this week.

Quite a delegation of buyers and others in the trade who attended the opening were enthusiastic over the particularly fine exhibit.

The Pasmantier concern have simply outdone themselves in the new salesroom which easily ranks with the finest in the china and glassware business. It is really difficult to describe the beauty of the place. The new room is located directly in the rear of the old salesroom where the firm displays their lines of decorated dinnerware from their own decorating plant and other pottery specialties handled by them. Entrance is made from this room through a double arched doorway supported by two columns in natural walnut with oak trimmings.

As one enters it is most impressive and a veritable feast for the eye. The walls are paneled three-quarters of the way up in walnut, with panels of oak, all in dull finish. Above the paneling the wall is covered with a cerise colored silk with tapestries framed in dull gold placed at intervals around the room. The ceiling is draped in a soft light tan silk, set off in the centre by a large sunburst crystal fixture, set close to the ceiling, throwing a most agreeable mellow light and making a handsome finish that is wonderfully pleasing.

In carrying out the decorative scheme, the floor is covered with a rich scarlet colored velvet carpet, while artistic arm chairs placed around a long oval walnut table in the center of the room, have seats upholstered in scarlet velour.

Around the entire room are arranged half oval tables in walnut, on which are displayed the complete Crooksville line of dinnerware, each table showing a skeleton set of their different patterns. The exhibit is particularly well arranged and from a point of convenience to the buyer in making selections it could not be improved upon.

The lighting effect is also cleverly carried out with inverted silk shades set close to the wall in the panels around the room. These are in shell pink, trimmed with crystal prisms. The shades are made in a paneled effect with lace set between the outer and inner layers of silk, giving an effect under illumination of a delicate embroidery that is most charming.

John F. Bowman Promoted

John F. Bowman, chairman of the executive committee of the Glass, Pottery, Lamps and Housefurnishing Association and head of the Board of Directors of the Gifts, Art Wares and Novelties Association, and who was largely instrumental in the success of those two organizations by reason of his untiring efforts and ability to direct, has been appointed business manager of the Chicago Association of Commerce, assuming his duties on July 1.

Mr. Bowman has been chairman of the convention bureau of the big Chicago business association for some time past, and by reason of his executive ability was chosen to succeed Robert B. Beach, former business manager, who resigned effective July 1.



John F. Bowman

Mr. Bowman held the office of president of the Glass, Pottery, Lamps & Housefurnishing Association for more than two years following the formation of that organization. He was later elected to the chairmanship of the executive committee, a position which he still holds. He brought about the formation of the Gifts, Art Wares & Novelties Association with a group of the local manufacturers and factory agents. The gift association next month is holding its fourth annual merchandise exhibit at the Sherman Hotel.

The many friends of Mr. Bowman in the pottery, glass and giftware business are naturally interested to learn whether Mr. Bowman will give up his work with their trade associations, in view of his promotion by the Association of Commerce. According to Mr. Bowman he does not intend to give up these affiliations unless his new work absolutely compels him to do so.

Central Glass Co. Installing New Equipment

In order to obtain greater factory efficiency, the Central Glass Works, Wheeling, W. Va., is installing two new automatic annealing lehrs of the muffle type, which are expected to be completed by July 20, when the factory is to resume operations again. Production in the Central was suspended July 3. The company is also completing their new Highes gas producer which is expected to be finished within three weeks, and they have changed all their furnaces to the regenerative type, which means a large saving in fuel as well as melting glass in less time than formerly.

As the City of Wheeling has installed a filtration system, furnishing bacteria-proof water at a much higher price, the Central has had installed by the Pittsburgh Cooling Tower Co., their own water system, so that hereafter the plant will be independent of city wate rand natural gas, and will supply their factory with their own water and gas.

"We expect all of these improvements to add greater efficiency and better orking conditions," declared General Manager J. C. Fee.

Buyers Find Bowman Sterling Price Card a Real Help

For the benefit of their customers there has recently been issued by the Geo. H. Bowman Co., Cleveland, O., the well known manufacturers and wholesalers, an English Sterling Price Card which is sure to prove an unusually handy and efficient help.

The card is enclosed in a cardboard envelope open at the upper end with a notch by means of which the card is easily grasped and moved up and down within the envelope. A short distance from the top of the envelope there is a slit ¼ of an inch wide, extending almost the entire width of the envelope. Through this slit may be seen two rows of figures, on the price card. At the extreme left of these figures on the card is the price per pound sterling which the two rows refer to. On the envelope at either side of the slit are listed the various items in dinner and tea ware, in tabulated form at right angles to the slit. One row of figures, seen through the slit applies to the items printed on that side of the envelope. The other row applies to those on the other side. The two rows together measure the same width as the slit. It is very easy, by means of this device to determine the price of every listed item. Each set of two columns shows a different rate in jumps of twenty-five cents. Rates from $6.00 to $16.75 appear on one side of the card and from $17.00 to $27.50 on the other.

The card is 5 inches wide and 11⅛ inchse long, a very convenient size for handling. The device is a very handy one, well worked out and will be, doubtless, welcomed heartily by those who need such a calculator.

Dept. of Commerce Reports on Glassware Exports

Reports of the Department of Commerce through the Bureau of Foreign and Domestic Commerce, on the domestic exports of glassware, table and other, for lighting and other purposes from the United States, shows that the average exports for May are a decided increase over April. Glass containers show an increase of $50,540; table glassware, plain, $3,521; table glassware decorated, $6,500. May exports by countries are as follows:

	Table glass-ware plain Dollars	Table and Other Glass-ware cut or en-graved Dollars	Lamps and other Illumi-nating devices chiefly of glass Dollars	Glass-ware, N.E.S. Dollars
Austria	—	—	—	968
Belgium	—	—	—	155
Denmark	—	—	—	26
Finland	—	—	—	102
France	27	2,080	—	249
Germany	—	—	—	3,449
Greece	—	—	—	—
Italy	—	—	—	—
Netherlands	115	16	—	71
Norway	—	—	—	30
Spain	118	31	—	78
Sweden	—	—	—	90
Irish Free State	—	—	—	—
United Kingdom	24,835	4,938	2,802	3,024
Canada	30,381	6,946	2,531	82,714
British Honduras	48	184	48	—
Costa Rica	913	22	2	81
Guatemala	156	19	—	281
Honduras	887	35	99	216
Nicaragua	273	150	104	205
Panama	3,389	226	94	1,458
Salvador	189	—	—	644
Mexico	14,168	231	3,317	6,944
Miquelon and St. P. Is	23	—	22	—
Newfoundland and Lab	978	—	72	485
Bermuda	30	—	14	116
Barbados	—	—	—	—
Jamaica	125	—	105	123
Trinidad and Tobago	65	—	17	—
Other Brit. W. Ind	190	—	145	236
Cuba	24,245	662	206	18,961
Dominican Rep.	2,241	66	235	206
Dutch West Indies	48	—	44	197
Haiti	558	—	12	349
Virgin Is. of U. S	52	—	13	9
Argentina	7,922	—	—	3,090
Bolivia	932	—	—	29
Brazil	144	—	—	1,068
Chile	829	—	—	5,036
Colombia	3,265	317	24	1,120
Ecuador	68	—	30	166
British Guiana	142	—	—	97
Dutch Guiana	—	—	193	53
Peru	3,200	63	121	223
Uruguay	401	—	—	—
Venezuela	3,290	—	15	132
British India	164	—	199	543
Ceylon	71	—	—	30
Straits Settlements	63	—	—	173
China	1,044	1,172	75	493
Chosen	—	—	—	—
Java and Madura	—	—	—	127
Other Dutch East Ind	—	—	—	70
Hejaz, Arabia and Mesop	—	—	—	—
Hongkong	—	—	753	—
Japan	27	—	—	3,260
Philippine Islands	4,549	75	—	639
Siam	—	—	41	—
Australia	31,292	699	47	2,338
British Oceania	—	—	81	—
French Oceania	451	24	109	28
New Zealand	4,279	—	323	1,250
Other Oceania	—	—	24	—
British West Africa	—	—	—	12
British South Africa	1,907	645	156	1,615
British East Africa	—	—	—	21
Portugese East Africa	23	—	132	—
Total	168,117	18,601	12,205	143,080

Buyers in New York

JULY 7TH, 1925

G. A. Lawler, housefurnishings, toys, Akron D. G. Co., Akron, Ohio, 115 W. 30th St. (B. F. Levis), Pennsylvania.

S. Bernstein, toys, Bon Marche, Asheville, N. C., 432 4th Ave. (D. G. Union).

P. F. Brett, silverware, Adam & Co., Buffalo, N. Y., 3d floor, 17 E. 39th St. (Associated D. G. Corp.).

L. R. Saunders, toys, Saunders Mdse. Co., Cleveland, Ohio, Pennsylvania.

Mr. Fantle, housefurnishings, Fantle Bros., Yankton, S. D., 131 W. 35th St. (Hoffman & Harthlay).

Chain Stores Report Record June Sales

The increase in June sales of F. W. Woolworth Co., compared with the same month last year was the largest gain reported for any month thus far this year, according to a statement issued by the company recently. The gain reported was about $1,000,000 larger than the in-

crease reported in May and $400,000 larger than the January gain, which was the previous record for the current year. Based upon the sales for June and for the first six months of 1925, it is estimated that the current year's business will establish a new high record in the company's history.

Gross sales in June aggregated $17,920,420, against $15,485,807 last year, a gain of $2,434,613 or 15.72 per cent. For the first half of 1925 gross sales aggregated $101,295,541 against $91,292,291, a gain of $10,003,250 or 10.96 per cent.

The outstanding feature in connection with the statement, it was pointed out, is that the older stores which have been in operation more than a year accounted for $1,599,143 of the increase in sales reported for June, or 10.63 per cent, while for the first six months of the year, the old stores accounted for $4,876,484 of the gain, or 5.34 per cent. Reports from the company's representatives in the various districts show that increased sales were reported in every section of this country and Canada, with the largest gains in the middle west and west. Large gains were also reported in the eastern districts.

The G. R. Kinney Co., Inc., reports sales of $1,553,719 for June, against $1,365,346 last year, a gain of $188,373 or 13.8 per cent. For the six months ended June 30, the company reports gross sales of $8,386,370 against $7,700,-022, an increase of $686,348 or 8.91 per cent.

The John T. Connor Co., of Boston reports June sales of $1,199,923 against $1,179,126 last year, gain of $20,-797 or 0.17 per cent. For the six months ended June sales aggregated $3,865,970 or $3,982,089, a decrease of $116,119 or 2.09 per cent.

Sales of five chain store organizations were announced this week, the largest total being $7,897,531, reported for June by the S. S. Kresge Company, which represents an increase of $1,419,708 from June, 1924.

S. H. Kress & Co. sold merchandise totaling $3,342,880, a decrease of $26,957 from the comparative 1924 total.

June sales of the W. T. Grant Company amounted to $2,356,731, or 31 per cent more than last year.

The McCrory Stores Corporation reported $2,188,714, an increase of $309,610 from June, 1924. The sales of the Metropolitan Chain Stores, Inc., during June amounted to $623,153, compared with $468,184 a year ago.

Gimbel to Build New Philadelphia Store

A permit for the erection of what is said will be the largest department store in the world was issued by the Bureau of Building Inspection, Philadelphia, Pa., on July 2, to Gimbel Bros. Tearing-down operations for the building are to start immediately, although actual construction will not start until Aug. 11.

The new store, which will cost $18,000,000 when completed, will be erected on the site of the firm's present store, and will be twelve stories high. The total floor space is to be approximately fifty-five acres.

Completed, the Gimbel store will cover the block bounded by Market, Chestnut, Eighth and Ninth, excepting the Leary store and a corner at Eighth and Chestnut Streets.

Thompson-Starrett Co., of New York, has received the construction contract.

Richard Gimbel, who is in charge of the building, has incorporated into the plans ideas from the large buildings of England, France and China. A new ventilation system, a two-story arcade from Chestnut Street to Market Street and a giant radio broadcasting tower are to be the features of the new fireproof store. The radio towers, which are to be 250 feet high, will be among the largest of their kind.

Commerce Bureau Reports on Trade

General increases of May business over April were shown, according to reports to the Department of Commerce recently, in the production of paving and face brick, fine cotton goods, lead and anthracite and bituminous coal and the shipments of structural steel, the cut and shipments of California and Western pine lumber, the production of North Carolina pine and new orders for enameled sanitary ware. Increases also occurred in exports of automobiles, accessories and parts, and the loans outstanding of both Federal and joint stock and banks. Decreases occurred from April figures in the production and shipments of Southern pine lumber and maple flooring, shipments of steel furniture, bookings of steel castings and the value of loans closed by the land banks.

Compared with May, 1924, increases were noted in steel-furniture shipments, structural-steel shipments, lead production, anthracite and bituminous coal production, the output of paving brick, production and shipments of California white pine, North Carolina pine production, shipments of Western pine, fine cotton goods production, exports of automobiles and accessories, new orders for enameled sanitary ware, the balance outstanding of Joint Stock Land banks and loans closed by both Joint Stock and Federal Land banks. Decreases occurred from a year ago in the bookings of steel castings, the production of face brick, maple flooring, Southern pine and Western pine lumber, and the balance outstanding of the Federal Land banks.

4,000,000 Visitors See Paris Arts Fair

After six weeks' experience Paris proclaims the Decorative Arts Exhibition is Europe's most successful world's fair. Already, with five months to run, 2,500,000 of 15,-000,000 francs advanced by the city of Paris have been recovered. Entrance fees have been paid by more than 4,000,000 visitors.

Many tourists, particularly Americans, were surprised to find a country faced with the heaviest financial difficulties spending large sums on an exhibition. Not only has the exhibition been a big money maker, but the exhibitors generally are extremely pleased with the trade results from it.



WHAT THE POTTERIES ARE DOING



PRODUCTION of generalware in the East Liverpool district suspended for the Fourth of July holiday, and the suspension of operations in some of the plants in indefinite. Other potteries will be idle from 10 days to two weeks, while the management of other shops have announced no date for resumption. In the majority of instances mechanical equipment in the kiln and clay shops will undergo improvements and repairs. A few decorating shops are active with part forces. It is not likely that the district will get back to normal much before Aug. 1, when the different plants will begin work on early fall orders now on file. There is little change in the general business situation in the generalware pottery industry, a number of manufacturers declaring that the "outlook is uncertain." However, there are others who by intensified selling methods are securing sufficient business to keep operations on a basis of about 75 per cent. A few other shops have been working under this percentage of production. On account of the shortage of retail stocks, many sales managers are of the opinion that buyers will begin to visit the market in August, and that business next fall will be up to normal. However, it is admitted on all sides that orders during the last three months have not been up to normal, and that even retail sales, in a general way, have not been up to standard.

New boilers are being installed in the plant of the No. 1 plant of the W. S. George Pottery Co., East Palestine, which have sufficient capacity to supply heat and power for both of the George potteries in that town. It will require about 30 days to complete the improvement.

It is expected that the first shipment of ware from the plant of the new Globe China Co., Cambridge, O., will be made within the next two weeks. The first kiln has been drawn, and the clay shop forces are being increased weekly until a full crew its completed. The first glost kiln was due to be fired this week. The general sales department of this plant will be associated with that of the Atlas China Co., Niles, O.

During the last six months the plant of the Crooksville China Co., Crooksville, O., has been operating on a basis of 70 per cent, according to Secretary Guy E. Crooks. This is considered a rather excellent record, considering the conditions that have prevailed in the generalware industry. The Crooksville company are adding two new dinnerware patterns, and the sales force has also been increased. D. D. De Long, who has been connected with the decorating department of this plant will cover Ohio and portions of Indiana and Michigan. "We are rather optimistic about fall business," said Mr. Crooks this week. "We believe it will be an improvement over the conditions that have existed during the last ninety days, and we judge from the character of our mails, that these orders indicate that stocks are being reduced."

Salesmen for the S. A. Weller Pottery Co., Zanesville, O., are assembling at the home office for the purpose of arranging for their fall trips. As is usual with this interest at this season of the year, a number of new items in art pottery are being placed on the market. Operations at the Weller plant have been on about the same basis as in other shops, according to the statement of W. J. Gitter, in charge of sales. Salesmen will begin their fall trips within the next few days.

It is the opinion of C. E. Jackson of the Warwick China Co., Wheeling, W. Va., that business is on the up grade, and that a slight increase in new orders is noticeable every month. "We feel that while the increase is small but regular, that the year 1925 is going to be considerably better than 1924," Mr. Jackson commented, "and with a rather good fall business." The Warwick Co. is carrying out a far planned, gradual rehabilitation factory program that will ultimately give the company an increased capacity and better working conditions.

Harvey Carmack, who has been associated with the sales department of the Warwick China Co. for some years, has resigned to go with the H. P. McGregor Co., of Wheeling. Mr. Carmack has been succeeded by Richard Lange, formerly connected with the Detroit, Mich., office of the United States Glass Co., who is now out on his first trip for the Warwick company, and showing a full line.

The plant of the Jackson Vitrified China Co., Falls Creek, Pa., is working to capacity, according to W. J. Frey, general manager, who succeeded W. A. Rhodes to that office with this company. "We have some very nice orders booked ahead for future shipment," declared Mr. Frey. "While conditions in the hotel china game have not been up to where they should be, we feel that it is only a question of time until matters adjust themselves." This company is building an additional kiln, the addition being necessitated on account of the growing business of the company, and it is also the purpose of the company to erect an addition gloss kiln within the next few months. These improvements when completed will add about fifty per cent to the capacity of the plant over its original unit.

That the generalware pottery manufacturers will see a decided improvement in the condition of business, com-

(Continued on page 30)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



THE period of summer dullness is at hand in most all of the flint glass factories, although here and there production schedules vary somewhat. Several factories are idle, and will remain so for perhaps the entire month. Buying of glassware depends now, it seems, upon the item. Seasonable items are in very good request, while there are some other lines entirely inactive. It appears that the market is rather unsteady in the lead and blown field, and sooner or later manufacturers will be compelled to correct a situation that is doing the trade no good. Jobbers have been doing a more or less active business on some lines, according to the business the manufacturers have been receiving from this end of the trade. Retail department stores, so far as the luxury lines of glassware are concerned, are experiencing their dullest moment, and little change in this situation is expected to be developed much before fall. Some manufacturers report an active and steady demand for colored blown glass and also colored glass pressed ware. There was a special drive made on colored glass last January, and ever since then the demand from retail distributors has been very good. Sales managers expect this volume of business to continue throughout the summer. Lighting glassware is in only nominally request. No change in this situation is expected by the manufacturers before fall buying begins.

The plant of the Fostoria Glass Co., Moundsville, W. Va., will remain inactive, so far as production is concerned for probably another fortnight. As a result the factory employes are taking a holiday enmasse, instead of 25 per cent of the workers being off duty at any one particular period during the summer.

Several new specialties have just been placed on the market by the L. E. Smith Glass Co., Mt. Pleasant, Pa., these including a two-piece sherbert set, a footed sandwich tray and plates to match. These items are to be had in colored glass, and have a crackled effect. Several colors are to be had in these specialties, including the crystal effect. Although placed on the market only recently, the new items are in very heavy demand, both with jobbers and also the retail trade.

The capital stock of the Imperial Ceramics Arts Co., recently incorporated under a Pennsylvania charter, has been placed at $15,000. Application for the charter for this company was first exclusively referred to in this department. The company will buy and decorate both semi-porcelain, china and glassware, with its plant being located at Beaver, Pa.

In order to obtain a wider distribution of its product, the Economy Glass Co., Morgantown, W. Va., has augmented its sales force. Hereafter Kenneth Haley, Philadelphia, Pa., will make his headquarters at the factory and will travel a part of the eastern territory as well as assist in the general work of the sales department of the Economy. The Myers Co., Los Angeles, Calif., will sell "Economy" lines in southern California, while Francis M. Smith of San Francisco, will travel the northern California territory, also Oregon and Washington. Richard A. Walker, of the Earl W. Newton organization, has just established a sample room in St. Paul, Minn., and will serve the trade in that district with "Economy" merchandise, and also other lines controlled in the Chicago territory by Mr. Newton and his associates.

As a result of a fire at the plant of the Charles Boldt Glass Co., Huntington, W. Va., late last week, the loss has been placed at $500,000 and several hundred workers are idle. The headquarters of the company are in Cincinnati, O., while five warehouses, power plant, box factory and stables were burned, the main factory did not suffer any loss Heavy stocks were destroyed during the fire.

E. A. Ernst, for some years representative for the Central Glass Works, Wheeling, W. Va., in the Cincinnati, O., territory, has severed his association with that interest to become buyer for the glass and china departments of the H. & S. Pogue Co., Cincinnati. Mr. Ernst has been succeeded as the Central's representative in this territory by L. T. Ison. The Central Glass Co., Wheeling, W. Va., has also announced the appointment of R. E. Davis of London, Canada, as its direct factory representative in the Canadian territory.

On account of the heavy demand for containers, the plant of the Tibby-Brawer Glass Co., Punxsutawney, Pa., has increased its factory production. The factory is now operating steadily on a one eight-hour shift.

While business with the Economy Glass Co., Morgantown, W. Va., has been encouraging this year, so far as volume is concerned, "the trouble in the lead blown branch of the industry, at this time, is that competitive prices are too low, compared with cost of production," declares George Dougherty, general manager of this interest. Mr. Dougherty then went on to say that there is nothing to indicate that the owners of glass factory property, producing lead blown glassware, are going to receive much

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Lovely Novelties in Schierholz Ware

DAINTINESS combined with intricate workmanship which characterizes all of the Schierholz productions is to be found in the new assortment of novelties which recently arrived at the showroom of Fred C. Reimer Co., Inc., 49 W. 23rd St., New York. There are candlesticks, fancy flower vases, bowls, ash receivers, etc., all of a uniqueness which charms. One candlestick takes the form of a light brown squirrel sitting on a green stump, the front of which is a receptacle for burnt matches or cigarette ashes. The squirrel sits upright, holding in his forepaws an inverted hollow acorn which is the candle holder. There are other candlesticks formed of small gray gnomes, like the wicked dwarfs in fairy lore, one, with long flowing beard and tall, peaked hat kneels on a green stump and holds before him a pine cone for the candle receptacle. Another dwarf sits complaisantly with his peaked cap held before him, turned upside down to bear the candle. A group of decorative animal figures includes, a laughing pig, a coy cat, a bleating lamb with a bell, sitting upright in quaint pose, a baying dog, all finished in deep ivory with colored bows about their necks, of china. A lovely lady in court dress with hair piled high, and full white skirt and rose bodice, flirts a fan. She forms the cover to a bonbon box which is colored a delicate yellow with black tracings and rose decorations. Another similar figure with blue skirt and pale pink bodice covers a combination cigarette holder and ash tray. These are delicately colored and gracefully modeled and form lovely decorations for Milady's boudoir. Another candy box, shows a Cupid astride a snail bearing yellow flowers. A lamp base, is formed by three child-like figures, all in white, bearing a rope of roses and leaves about a central pedestal. A candy basket, simulates the real woven reed body with a border and handle of many-colored leaves and flowers. This comes in three sizes. There is a small flower bowl, a square ash receiver, and several large floating bowls, in pale blue with wind mill scenes and bowls with figures of geese about the rim, another with yellow chicks marching about in an endless circle.

New "Glassilk" Shades Beautiful As Well As Serviceable

The question of economy in labor and money is always foremost in the mind of the housewife. A new invention, being introduced by Gillander & Sons, Inc., 220 Fifth Ave., New York, is the "Glassilk" shade. This shade, which is made of glass, simulates with remarkable accuracy the soft folds of real silk shades. When lighted the appearance is that of a softly tinted silk shade arranged in pleatings with ruchings or moss edgings. The colors in which these wonderful creations are made are blue-gray, tangerine, ashes of roses, azure, dawn and lemon. They come complete with three pronged wire holders which clamp the shade and holds it firm. The standard shade is four inches in diameter at bottom and four inches high. They come six in an attractive display carton, six cartons to a case. They, in form different styles, to fit over a ball lamp, suspended in holder, for boudoir lamps, with holder and either open or closed top. These shades have the sheen of silk, and added to their charming effect are the added assets of practicability and economy. They last indefinitely and are easily cleansed. This last sanitary feature being one of considerable weight with the careful housewife who must consider her house furnishings from every angle.

B. Tomby Introduces New Shape in Bridge Sets

A change from the plain oval shape in bridge sets has been made in some new numbers displayed by B. Tomby, 20 West 23rd St., New York. The new design is octagonal in effect with cup, creamer and sugar and teapot all in the same eight sided shape. These are put up in packages of four twenty-one piece sets in assorted colors. The colors are lustres, green, blood red, putty color and powder blue. Cups are lined in white or pearl. The center, of plate where cup rests corresponds to the lining of the cup. Black handles, knobs and hair line tracings add to the charm of these sets which are rich and colorful. Twenty-three piece tea sets too come in this new shape and the same colors, also in marbled lustres, in same shades. There are combinations of solid lustres with pearl centers, also two tone lustres which are most effective. The modern seasoned hostess or young bride loves the unique and distinctive in her entertaining service and this lovely shape and delightful soft tones are most appealing.

A. P. Doctor Showing Attractive Decorated Glassware

New colognes, ounce and one-half ounce sizes, are to be seen in the show rooms of A. P. Doctor, 1107 Broadway, New York, representative of the Central Glass Works, Wheeling, W. Va. These are cut and decorated with hand done ornamentation in floral designs, in green, rose, light and dark blue. They come also in solid colors and four designs of cuttings. A cracker and cheese comes in crystal with deep border colored and employing the American buffalo head in gold, interspersed with conventional decorations. Touches of red enamel and gold line tracings add to charm of this number.

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE holiday inaugurated a comparatively quiet time for business, and until Labor Day at least one eye of the trade will doubtless be on vacations. Nevertheless the wholesalers are sending men out on the road, or preparing to do so, and the majority are putting in slightly abbreviated full days at the office. Re-orders from the summer resort gift shops show that that section of the trade is fairly active. As for the city department stores, R. H. Stearns and Raymond's had outings last week. If people only knew it, this is not an unpleasant time to shop, as the stores are not crowded, the salesrooms are cooler than the street, and the goods are displayed to quite as good advantage as at other seasons.

George B. Johnson, president of R. H. White Co., sailed a week ago from Boston for England. He exects to tour by automobile for two or three months and play golf in England, Scotland and Ireland.

Louis Levien of the Louis Levien Cut Glass Co., New York, is expected here next week.

Mr. and Mrs. Horace P. Hunt have opened their cottage at Bass River, South Yarmouth, Cape Cod, for the month of July.

Mr. and Mrs. E. E. Wilgus are at their cottage at Highgate Springs, Vermont, for July.

Samuel Snyder started out this week to cover Ohio and Michigan for Jones, McDuffee & Stratton.

H. L. Wellington, who has been spending his vacation at Gloucester, is expected back Monday at Jones, McDuffee & Stratton's.

E. J. Tucker of Chase & Francis is due home from the Pacific Coast on the 15th, when the Luckenbach liner *J. L. Luckenbach* docks in Boston after having gone via Panama to Washington and return.

Mr. and Mrs. "Joe" Pindar went to Pequoket, N. H., for four days over the Fourth. We understand that "Joe" took a very prominent part in the celebration as marshal of the Antiques and Horribles parade.

Frank Ackerman drove 92 miles Monday morning to get within commuting distance of Mitchell Woodbury's office and will repeat the stunt once more before he joins his family at Tonset, Orleans, Cape Cod, for the remainder of the month.

Miss Evelyn Anderson spent the Fourth with relatives motoring at New Rochelle, N. Y., and made the trip back by sea.

A new glass and crockery department is being opened by Wilson Chase Co., at St. Petersburg, Fla., with Denis Mahoney, formerly with Jordan Marsh Co. and C. E. Osgood Co., as buyer. Mr. Mahoney was in the Boston market last week.

"Gus" Algrim has become New England road representative for the Potters' Coöperative Pottery, East Liverpool.

W. J. Mahoney is buyer of crockery, glass and kitchenware for Dutton's Department Store, Roxbury, having come there from Simonds & Adams, Haverhill.

Buyers recently in the Boston market included Thomas Kidd, R. A. McWhirr Co., Fall River; Mr. Carroll, New Bedford Dry Goods Co., and Chester M. Libby, Burrows & Sanborn, Lynn.

F. Lloyd Bryant, sales manager of the Tiffin plant of the United States Glass Co., was at the Boston office this week confering with Mr. Lovell, local manager.

The funeral of Henry M. Sanders, president of the H. M. Sanders Hardware Co. and former president of the New England Hardware Dealers' Association, was held on June 29 at his home, 38 Tremlett St., Dorchester.

Harry B. Fowler, superintendent of Chandler & Farquhar Co., Boston hardware dealers, died July 5 at his home, 360 Riverway.

Samuel Kapstein & Co., report taking "some nice advance orders for fall delivery in dinnerware and electrical appliances." They have added Robert White to their sales force. He will cover Southeastern Massachusetts and the Cape.

R. H. White Limits Mark-downs

New merchandise is of concern to three classes of people, the store buyer, the salesforce and the public.

As soon as the new merchandise arrives, especially the seasonal kind, all three began to think about its terms in price. The buyer wonders if it will sell at the price marked, the salesclerks working on commission are, of course, vitally interested, and the public gets out its pocketbook gauge.

(Continued on page 30)

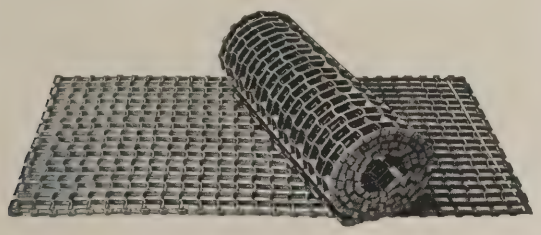
In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By Beatrice Miller Wisner

"Keystone" Wire Mats, A Home Need

THERE is no more useful or indispensable home utility than wire mats for hall or entrance, as they protect rugs, carpets or highly polished floors from the wet or dampness, which is bound to be brought in on feet and left on hall or room floors in passing from the outside into the home during rainy weather. The "Keystone" Wire Matting Co., Beaver Falls, Pa., manufacturers of steel, wood and wire mats, are offering the "Keystone" flexible steel mat which is sturdy, attractive



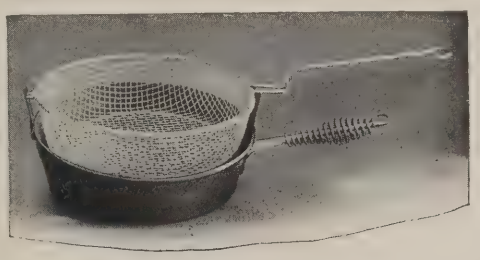
and an useful addition to home equipment. This excellent door mat, illustrated below, is made of galvanized ribbon steel, continuous crimp with no short pieces, thoroughly braced in every direction and made of the best materials obtainable. The "Keystone" flexible steel mats are durable, reversible and cannot warp or curl up at the sides or edges; they will always lie flat. These mats and matting are easily transported as they can be quickly rolled up and carried from place to place during moving or house cleaning periods. There is no danger of slipping on the "Keystone" mats or matting. They are clean and sanitary, will scrape shoes nicely and can be left out of doors in all kinds of weather. Thus they become a household need. The "Keystone" mats come in numerous sizes, and can also be had in special widths on order, made at short notice.

"Reflecto" Polish a Household Necessity

The attractiveness of the home depends upon the bright and dustless appearance of furniture, floors, woodwork, etc., and the housewife is well pleased when she can procure a polish which will do what it claims, and has the necessary qualities to keep furniture, floors, piano and other household utilities clean and lustrous. A very efficient polish, named "Reflecto," manufactured by the Wash & Polish Co., Inc., 1906 Broadway, N. Y., is claimed will not only remove stains from woodwork, pianos, furniture and automobiles, but will give them a lasting and high polish, acting as a preservative as well. To use "Reflecto" satisfactorily, simply saturate a dry cloth with the polish and rub the surface of furniture, floors, woodwork, etc., with the damp cloth, then polish off with a clean cloth. This process will leave a bright lustrous appearance to the articles thus treated and will also preserve them. "Reflecto" is excellent for removing tar strains and rain spots and will not blister when exposed to sun. It is an indispensable polish for automobiles; is odorless, dustless and greaseless. It washes as it polishes.

Practical New Style Crown Basket Fryer

A splendid addition to the culinary department and one which is almost daily in use, is the round new style frying basket, which will be a boon to the modern housewife who relies on a servicable basket when making tempting fried dainties. This excellent "Crown" combination basket and fryer manufactured by Hall & Carpenter, 518-520 Race St., Philadelphia, Pa., is sturdily built for long



usage. The practical features are instantly discernible in the fine grade wire mesh, strong handles and round design. The illustration herewith shows the basket's useful features and handy construction. Women who appreciate fine kitchen accessories will at once be attracted to this strong and efficient kitchen home utility, which will greatly assist in the making of tasty fried specialties.

Serving Trays in Lovely Varieties

The New York Tray Co., Inc., showrooms and factory at 131-133 Spring St., N. Y., are manufacturers of a very attractive assortment of hand painted serving trays with nickel frames and polychome finishes. Some of the trays have a patent railing. Many are shown, including oval, round corner, octagon, oblong, etc., with onyx, tangerine, blue and black backgrounds. The designs are beautiful in conventional, floral, bird of paradise, peacock, and silver deposit finely executed. The serving tray has become one of the most needed of home equipment, having many uses. It is especially desirable for serving light luncheons, beverages and dainty breakfasts. These trays are of excellent construction, and the large variety of shapes and hand painted designs, appeal to the discriminating housewife who appreciates a distinctive type of tray of sturdy make and unique design.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

BUSINESS is better! That is the verdict of the manufacturers representatives and the wholesalers in the Chicago market who are dealing in glassware, china and household goods of all kinds. With the opening of the Furniture Market two weeks ago buyers have commenced to flock into Chicago at a good rate. At the furniture market alone an average of 400 buyres are registering each day. When the furniture market closes on the 18th of July, it is expected that more than 7,000 buyers will have visited the mammouth exhibit building in less than a month's time. The Gift Show will open here the first week in August, and the Eastern Importers will open a display at the Morrison Hotel on July 27th. The Chicago Merchandise Fair will also get under way the first week in August and continue until the 15th. With these events coming in rapid succession, Chicago will soon be in the midst of its most active selling season.

Retailers in Chicago are now conducting their annual July clearance sales in preparation for incoming stocks recently purchased or to be purchased in the course of a few weeks' time. Among the specials offered this week were: Carson, Pirie, Scott & Co. offered breakfast sets of glass, deep colors in popular shades, 31 piece sets at $10 per set. Mandel Brothers had glass flowers in baskets selling at $2.50. The Boston Store featured 100 piece semi-porcelain dinner sets at $17.95 with conventional borders, while Hillman's had 100 piece dinner sets at $13.98. Hartman's Furniture Store sold 23 piece imported breakfast sets with most attractive decorations at $5.98.

The Chicago office of the Fostoria Glass Co., Capitol Bldg., is showing two new lines of artistic glassware for the early Fall trade. The first line includes plate etched colored glass in table and ornamental pieces and comes in amber, blue and green. The second line is primarily for decorators, in a rich blue series of blanks for white and yellow gold encrustation—a very striking combination. Harry G. Dalzell, manager of the Chicago office, says samples will be in this week for a third line of glassware just been added to the Fostoria products, which will be an ebony line decorated in red and green, especially appropriate for holiday trade.

Bert T. Rinkin, for some time past salesman for E. M. Meder, Inc., manufacturers representative, resigned on July 1 to become associated with John B. Salterini, New York, manufacturers of a complete line of wrought iron lamps, ferneries, stands, etc. Mr. Rinkin will work in the Chicago territory and at present is in the Salterini display at the Furniture Mart Building.

Employees of the Fair department store who have been with that company for fifteen years or more shared in a $200,000 gift from the members of the Lehmann family, owners of the store. More than 150 participated in the gift, proportioned by the length of their service.

Rudolph Soukup, of Helm & Soukup, returned this week from a fishing trip in Northern Wisconsin. The fishing was good—so he says.

D. Saunders Co., Shops Building will have an exhibit at the Chicago Merchandise Fair, to be held at the Coliseum Aug. 4 to 15. Among the lines they will show are Ebeling & Ruess, J. L. Block & Son, Merit Cut Glass Co., and Dunbar Flint Glass Co.

"Red" Shaughnessy, salesman for Earl W. Newton & Associates, following the completion of a road trip, is in charge of the Newton display at the American Furniture Mart. The Furniture Market will continue until July 18th.

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

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STETSON CHINA CO.

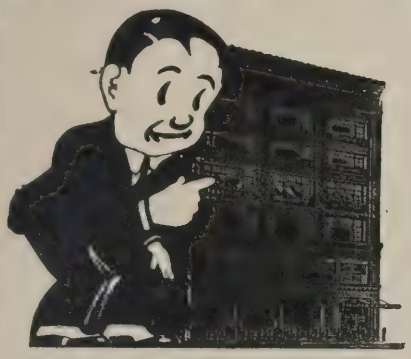
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Phone Triangle 1000

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone
Central 3497

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co.
Seneca Glass Co.
Susquehanna Cut Glass
National Glass Novelty Co.
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Coshocton Glass Corp.
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Shepherd Co.
Wood-Art Co.
Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

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136 West Lake Street

MAKE THIS SPACE Sell Goods For You

For Rates

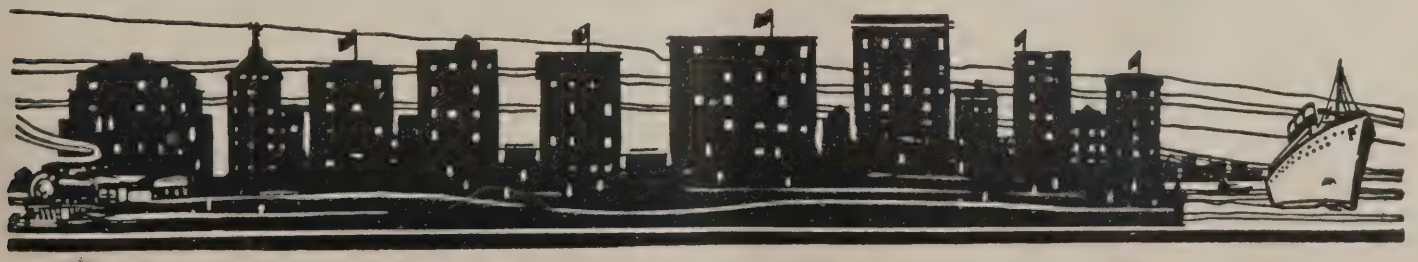
PHONE WABASH 860

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, *President*

W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMEN WANTED

SALESMEN, A-1, capable to sell our high grade deco. etched china and imported decor. glass and lamps in Ill., Mo., Mich., Ohio, Kansas and Miss. Le Roy Studios, 1405 Grace Street, Chicago, Ill.

POSITION WANTED

THOROUGHLY experienced salesman of imported china and glassware desires connection with first class concern. Wide acquaintanceship throughout the trade. Unquestionable references. Box 489, care CROCKERY AND GLASS JOURNAL.

LINES WANTED

WANTED AGENCY—To hear from manufacturers of the following lines relative to handling on commission: Decorated and white dinnerware, hotel china, pressed table glassware and tumblers and aluminum cooking utensils. Address Alfred C. Gray, 2640 National Avenue, San Diego, Calif.

What the Potteries Are Doing

(Continued from page 23)

mencing with August, is the opinion of Frank P. Judge, Jr., in charge of sales for the National China Co., Salineville, O. "The general condition of business as we now find it is very poor," Mr. Judge relates to the CROCKERY AND GLASS JOURNAL. "It has been years since our new business for the month of June has been as small as it was during the month just closed. We feel, however, that the pottery manufacturers will see a decided improvement in business commencing the month of August, and that while we will not have more than we can handle, nevertheless we feel that the potteries in general will be comfortably busy for the remainder of the year."

The annual convention of the National Brotherhood of Operative Potters, which opened its annual convention in Odd Fellows Hall, Atlantic City, N. J., July 3, will close its deliberations this week. The majority of the legislation put through by the convention had to do with the internal affairs of the organization. So far as the wage scale in the generalware industry is concerned, this matter was not given any consideration, because of the fact the existing wage agreement does not terminate until Oct. 1, 1926. President John T. Wood and Secretary-Treasurer John McGilviary, recently re-elected by a referendum vote of the trade presided at the Atlantic City meeting.

Glass Factory Activities

(Continued from page 24)

of a return on their investment, unless prices are increased or costs reduced. "Current prices on the competitive lines of blown glassware have been running too near costs," Mr. Dougherty suggested. Although no unusual improvements have been made at the Economy plant so far this year, the general condition of the factory has been maintained throughout the last two quarters.

R. H. White Limits Mark-downs

(Continued from page 26)

Stores are beginning to realize that early reduction sales and mark-downs are costly to all these three parties. So Maurice M. A. McBride, vice-president and merchandise manager of the R. H. White Co., Boston, Mass., has inaugurated a new plan which forbids buyers from advertising mark-downs at the height of a season.

From March 1 to May 15 mark-downs may be taken but cannot be advertised Tickets must be changed and must not show the old price. The store does allow special prices or similar terms to be used. If the plan is successful the firm may use it again this fall.

The Chicago Market

(Continued from page 28)

E. M. Meder, returned recently from a vacation spent in the lake region of Northern Wisconsin.

Petition requesting adjudications in bankruptcy was filed last week against the Brighton House Furnishing Co., 3318 S. Kedzie Ave., retailers.

The Hartman Corp.'s new loop store is bringing in a volume of sales beyond original expectations, according to officials of that company, while the volume of sales for the other Hartman stores in the outlying sections is below what it was a year ago. For the first six months of last year that company earned $622,664 net, complete figures for the first six months of this year are not available to date, but it is expected that the net will show some increase.

Knapp & Tubbs, Inc., 823 S. Wabash Ave., have been organized to manufacture and deal, in household goods and furniture. The capital of the company is $100,000.

United States Civil Service Examination

The United States Civil Service Commission announces the following open competitive examination:

JUNIOR CERAMIC ENGINEER

Receipt of applications for junior ceramic engineer will close August 8, 1925. The date for assembling competitors will be stated on the admission cards sent applicants after the close of receipt of applications.

The examination is to fill vacancies in various branches of the Government service throughout the United States. The entrance salary in the District of Columbia is $1,860 a year. Advancement in pay may be made without change in assignment up to $2,400 a year. For appointment out-

Hawkes Crystal

Now on display at our office.
524 Fifth Avenue (Marcus Bldg.)
Cor. Fifth Ave. & 45th Street.

Entirely new and complete lines of Crystal and Colored Glassware in Cuttings, Engravings and Gold Encrustations and also mounted in Sterling Silver.

Notable novelties in Perfume and Vanity Sets, Atomizers, Padlocked Bottles, Locked Tantalus Sets, Patented French Dressing Mixing Bottles. Reproductions of "Old Singing" Waterford Glass.

T. G. HAWKES & CO.

542 Fifth Avenue
New York

Unusual service

SERVICE is an elastic term. It should be considered of fullest significance in relation to R & H Ceramic Chemicals, Minerals and Oxides.

You should feel no hesitancy in calling upon us to protect your interests. This organization is geared to meet your emergency needs, as well as your ordinary requirements.

We have proved our ability to perform the unusual and have doubly merited your confidence and patronage—through the quality of R & H materials and the service that goes with them.

The
ROESSLER & HASSLACHER CHEMICAL CO.
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BOSTON
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PITTSBURGH
SAN FRANCISCO
TRENTON

Special for Glassmakers and Potters

GREEN OXIDE OF CHROME

in variety of shades

Guaranteed to contain no Free Sulphur nor Sulphides

B. F. DRAKENFELD & CO. INC.

50 Murray St. New York

side of Washington, D. C., the rate will be approximately the same. Promotion to higher grades may be made in accordance with the civil service rules.

The duties of this position are to perform such work as routine testing, assisting in conduct of experimental research tests, compiling reports, handling technical correspondence, and other related work.

Competitors will be rated on general physics; pure mathematics; practical questions on the subject of ceramic engineering, including applied mechanics; and education, training, and experience.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil-service examiners at the post office or customhouse in any city.

Finds Saturday Afternoon Ads Worth While

To the old problem of whether Saturday afternoon advertising is economical an affirmative answer is given by the Kaufman Stores, Richmond, Va.

"We have now been trying it for six weeks," says Lewis Kaufman, general manager, "and we have found that it brings people to the store on Monday morning. People seem to be looking for our ad every Saturday afternoon now. Every Monday, we seem to be getting better results than on the preceding Monday.

"Indeed, the three-day, two-for-one dress sale we advertised last Saturday afternoon to start Monday morning was one of the most successful sales we have ever had. We got remarkable results from that advertising up to Wednesday."

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *114 Fifth Ave.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

LANCASTER (O.) GLASS CO.
Pressed ware, lamps, tumblers and novelties. Malone & Nicholson, Representatives, 125 Fifth Ave.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
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AS THE EDITOR SEES IT

TRADE ASSOCIATION DECLARED LEGAL

ORGANIZING the units of an industry into a trade association to deal with its common problems is both legal and desirable, declared E. W. McCullough, manager of the Department of Manufacture of the United States in an address in Detroit before the Society of Brass Manufacturers.

"Moreover," he continued, "recent decisions of the United States Supreme Court have made it clear that important information vital to the industry may be gathered and passed on by the association to its members and made available to the public without governmental interference, provided that, at all times, such information is not used in any way as a vehicle for price-fixing or curtailing production."

Mr. McCullough went on to say that "the largest units in industry have their organization and equipment for gathering factual information useful for intelligent management. The smaller units, unable to finance individually the gathering of similar information, if we construe the recent Supreme Court decisions correctly, may organize an association and set up within such organization machinery for rendering a like service and without contravention of law."

"After a trial of more than a half century," he said, "the trade association has proven its worth as a medium for service to the members of an industry who, although they continue their relations as competitors, yet work together cooperatively in dealing with non-competitive problems which come before them from time to time.

"Among the studies which have profited such associations most are those relating to research, scientific and general, simplification and standardization, cost accounting, setting up qualified standards, arbitrating differences, setting up of codes of recognized trade practices, the establishment of technical schools, etc. In other words, those problems the study of which is valuable as information to the industry and the solution of trade questions, marks advancement.

"Trade associations in their early beginnings were largely organized for defensive or offensive purposes—a sort of protective agency—while today the objectives of the modern trade association are largely, if not all together, for the enlightenment and progress of the industry rather than for direct personal benefit of its members.

"The Chamber of Commerce of the United States, whose constituent membership represents so large a percentage of trade associations, has continually given attention to the problems and the progress of these associations and has rendered most valuable aid in working with Government for a better understanding as to what they might or might not do.

"In the Referendum of the Chamber on trade association activities it frankly placed before the business organizations of the country, eight questions relating to vital issues and received the unanimous endorsement of the position taken concerning them. This position has been confirmed as correct in the Supreme Court decisions recently delivered."

"It is well to keep in mind," Mr. McCullough suggests, "that the decisions referred to change no laws and give no greater liberty to associations than before but they do make clear the fact that many activities in which trade associations generally desire to engage are not in themselves under ban of law and if they are used intelligently and for the common good and not to create restraints in trade, there will be no interference with them."

Glass Manufacturers Discuss Problems

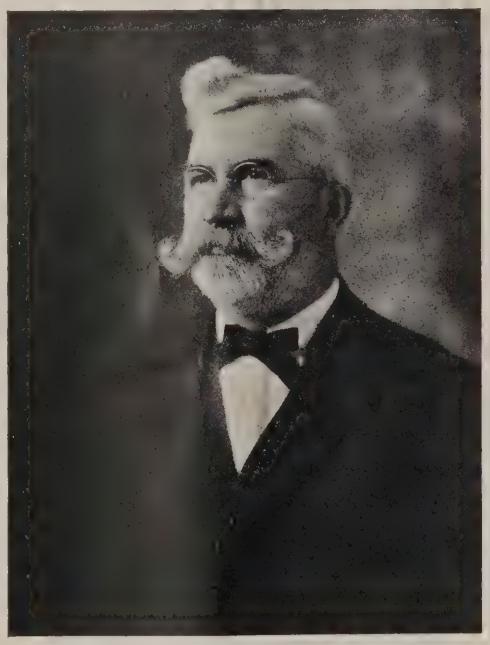
President Dalzell and Other Prominent Manufacturers Address Meeting at Atlantic City on Interesting Subjects

A REPRESENTATIVE attendance of manufacturers marked the 49th annual meeting of the American Association of Flint and Lime Glass Manufacturers, held at the Marlborough-Blenheim Hotel, Atlantic City, N. J., on Monday, July 13th.

The meeting went into session at two o'clock in the afternoon following a meeting in the morning of the National Association of Manufacturers of Pressed and Blown Glassware, preliminary to the opening of the wage conferences between the National Association officers and delegates of the American Flint Glass Workers' Union, which began Wednesday morning, July 15th, and will be continued up to the latter part of July.

President of the American Association, W. A. B. Dalzell, head of the Fostoria Glass Co., Moundsville, W. Va., presided at the meeting and again made a feature of several addresses by prominent manufacturers, which proved extremely interesting and instructive.

The gentlemen who made addresses were Charles H. West, president of the Westmoreland Glass Co., Grapeville, Pa., whose subject was "Home Missionary Work," George Dougherty, treasurer and sales manager of the Economy Glass Co., Morgantown, W. Va., who spoke on "Progress and Service," and H. L. Heintzelman, president of the Monongah Glass Co., Fairmont, W. Va., on "What Is Wrong With the Flint Glass Trade?"



W. A. B. Dalzell, President of the Association

After calling the meeting to order President Dalzell had Secretary John Kunzler read a letter from the vice-president of the Association and a devoted worker in the organization for years, Marion G. Bryce, former head of the United States Glass Co., now retired from active participation in the business in which he expressed his regret at being unable to be present at the meeting and also regretting the necessity for his resignation from the organization, affiliation with which he said would always be a source of wonderfully pleasant memories.

The nominating committee consisting of Wm. Erskine, of the Erskine Glass Co.; D. A. Taylor, of the H. Northwood Co., and C. M. Rodefer, of the Rodefer Glass Co., recommended the following for officers of the Association for the coming year, which were unanimously elected.

They were: President, W. A. B. Dalzell, Moundsville, W. Va. (re-elected); Vice-President, Nicholas Kopp, Pittsburgh Lamp, Brass & Glass Co., (re-elected); Second Vice-President, Frank W. Merry, Indiana Glass Co., Dunkirk, Ind.; Treasurer, E. P. Ebberts, Phoenix Glass Co., Monaca, Pa.; Actuary, John Kunzler (re-elected).

Directors to serve with the above officers were: Arthur J. Bennett, Cambridge Glass Co., Cambridge, O., and Marshall W. Gleason, of the Gleason-Tiebout Glass Co., Brooklyn, N. Y.

Mr. Dalzell said while he appreciated the honor bestowed upon him in re-electing him president of the organization, he hoped that they would return to the old rule followed years ago in selecting a new president every three years. This would terminate his service in office this year.

Mr. Dalzell then addressed the meeting, his talk being along general lines that were well worth listening to and greatly appreciated by the members.

Address by President W. A. B. Dalzell

A fair volume of business (nothing phenomenal) has been enjoyed the past year, and it is always a pleasure to review the recent past, especially when all have enjoyed a fairly prosperous year. Of course, some branches of our industry appear to be surfeited with over-production, which is unfortunate, but this is not very extensive. The trade demands strikingly new goods,—when that is provided, they are most generally satisfied.

Financial affairs have been good. We have much to be thankful for in having the Federal Reserve System. It seems to balance up every section of this vast country to an extent that was not dreamed of before it was put in practice. Our customers are prosperous, and with the prompt aid of this system in conducting the financial affairs we are most fortunate.

The railroads have been improved wonderfully in recent years; we are not annoyed by delays in transit. The past year we had very few requests to trace shipments.

The Parcel Post perhaps is appreciated by our customers—it certainly appears to be, judging from the use they make of it, but it certainly is an unqualified nuisance to the manufacturer, as well as an expense. This class of business is growing very rapidly and it seems to have no limit, especially for expensive goods, and we feel that it is our duty to accommodate our customers, but we fear they don't appreciate the fact that it costs more to do business on the present-day plan. Twenty-five years ago we sold in quantity, or not at all; but what has not changed in the recent past? What is in store for us the next twenty-five years We can't foresee, but we must be ready to take advantage of all practical advantages, not only for ourselves, but also for our customers.

We shall not have a new tariff law soon, is the general impression. This has prompted your Tariff Committee to make an effort to get a higher rate of duty on table glassware being imported under the present law. To accomplish this we must satisfy the Federal Tariff Commission that it is necessary, and if they

will recommend an advance, and the President is also convinced that we should have it, the law permits him to increase the present rate 50%, but no more. Your Tariff Committee can report that they have started something which we hope shall prove a success.

Taxes are excessive to manufacturers. These must be added to costs of production. We have not been relieved as yet on income taxes; the voters have received all the relief so far in reductions. Manufacturers will come last.

Our foreign competitors not only have cheap wages but low taxes. There is no good reason why they should not pay a higher tariff than they do on goods imported that are sold in competition with goods we manufacture, and if a higher tariff is not granted, the volume imported will increase, and our factories will have to curtail production because we can't compete at the present rate of duty. That will mean many present employees will be out of work. We dislike that as much as they do, but with high wages and high taxes, everything on that basis, should some relief not be granted,—the future looks dismal.

Trade associations, such as this, have been given a new lease of life by recent decisions of the United States Supreme Court. These decisions clearly state—we can openly and fairly gather and disseminate information as to the cost of our product, the volume of production, the actual price which the product has brought in past transaction, stock of merchandise on hand, that we can meet and discuss such information and statistics without, however, reaching or attempting to reach any agreement or any concerted action with respect to selling price, or production, or restraining competition. These decisions follow our procedure very closely so no modification in our plans is necessary, but we can profitably go farther than has been our practice.

In my opinion, the cost of our product is most essential to our industry. We all should adopt a uniform cost accounting system. It certainly is a good system to know every month just how much you have made or lost the month previous, and to get this information it is not expensive to maintain. Quite a few of our members have such a system. All the rest should adopt it without delay. They will find it one of the best investments they can possibly make, to know the actual cost of each item you produce and have it prove itself at the end of the year.

It would be of great value to this Association's efforts to gather more statistics than has been our recent custom. We should know the volume of business our members do each year and have it divided up into various groups, such as: hand made pressed ware, machine made pressed ware, blown ware, stemware and blown tumblers, lighting goods, etc. Such information would be valuable to your Tariff Committee.

The railroads complain of the number of glass breakage claims they have to pay, and have taken it up with the Inter-State Commerce Commission,—they in turn are making a study of the manner glassware is packed, also the packages used. They want this Association to advise them who the committee is with whom their experts can consult before they take action. They state they would prefer to work jointly than otherwise. At the present time we have no committee to refer them to consult with.

Following this the reports of the treasurer, auditing committee and the Crockery Board of Trade were read and accepted.

The secretary then read resolutions on the deaths of three members of the Association, namely, Andrew J. Smith, of the McKee Glass Co., Jeannette, Pa.; Harry B. Duncan, of the Duncan & Miller Glass Co., Washington, Pa., and Wm. L. Curry, of the Pittsburgh Lamp Brass & Glass Co., Pittsburgh. These were passed upon and copies ordered sent to the families of the deceased.

The resolutions were as follows:

Andrew J. Smith

The American Association of Flint & Lime Glass Manufacturers hereby records the death of one of its old members. On April 11, 1924, Andrew J. Smith passed to his reward.

He was born in DeWitt, Iowa, on March 5th, 1856. When thirteen years old, he went to Wheeling, W. Va., and shortly after became a clerk with the LaBelle Glass Co. of Bridgeport, working his way up to Pay-Master and later as traveling man on the road. In 1887 he was one of the organizers of the Nickleplate Co. at Fostoria, Ohio, and was president of that company when it was sold to the U. S. Glass Co., after which he organized a glass company at Kent, Ohio, which was unable to proceed, due to the panic in 1893. In 1894 he organized the West Virginia Glass Co. at Martins Ferry, Ohio, and continued to operate this factory successfully until it was sold to the National Glass Co. in 1902. He was in charge of the West Virginia Glass Co. for some time and later transferred to the McKee Glass Co. of Jeannette, Pa., which was also a factory belonging to the National Glass Co. When the National Glass Co. failed in 1907 he organized a local company and purchased the McKee Glass Co. from the bond holders of the National Glass Co., and a few years later purchased the entire control of the McKee Glass Co. and has been very successful and through his leadership, was able to operate almost continuously since he took charge. He was always well thought of in his community and was recognized as one of the big men and was very generous. He was president of the Glass City Bank and for a few years, also president of the McKee Realty Co., and a director of the Jeanette Savings and Trust Co., member of the First Presbyterian Church of Jeanette, member of the Masons and B. P. O. E.

He was a regular attendant of the meetings of our Association and we always enjoyed his advice and presence among us, therefore be it

RESOLVED: That in the death of Andrew J. Smith, the American Association of Flint & Lime Glass Mfgrs. has sustained a loss of one who for so many years was a much valued member and staunch friend and be it further

RESOLVED: That these resolutions be spread upon the minutes of the Association and that copy be sent to the bereaved family in assurance of the heartfelt sympathy of the members who join with them in sorrow and loss we all have sustained.

(Signed) Reuben Haley
(Signed) Chas. H. West
Committee

Harry B. Duncan

Let us in reverence and sorrow pause for a few moments in the midst of our affairs and join in honoring the memory of our Associate:—Harry B. Duncan, of Washington, Pa., who departed this life on March 27, 1925.

While a member of this Association, Mr. Duncan endeared himself to us by his modesty, his integrity, his fair treatment, his quiet and genial disposition, and many of his numerous sterling qualities, which we should strive to emulate.

We tender our profound sympathy to his loved ones.

Therefore, BE IT RESOLVED: That this Association, in first session assembled since the passing of our fellow member, to perpetuate his memory, make these our sentiments, a part of our records, and a copy be sent his family.

Respectfully submitted,

D. C. Jenkins
D. A. Taylor
E. P. Ebberts
Committee

Wm. L. Curry

The American Association of Flint & Lime Glass Mfgrs., Inc., hereby records the death of one of its members. On March 22nd, 1925, William L. Curry passed to his reward.

William L. Curry was connected with the Pittsburgh Lamp, Brass & Glass Co., as a director since January, 1908, and in March, 1912, was elected president of the company. At the time of his death, he was forty-nine years of age and was unmarried. Although Mr. Curry was connected with the McKeesport Tin Plate Co., and was also Chairman of the Board of Directors of the National Fireproofing Co., as well as a good many other industries, yet he took great interest in the Pittsburgh Lamp, Brass and Glass Co., and was at all times ready to cooperate and do anything for the benefit of the glass industry. He was a very fine gentleman, and was a graduate of the Boston School of Technology.

RESOLVED, That in the death of William L. Curry the American Association of the Flint & Lime Glass Mfgrs. has sustained the loss of one, who for so many years was a valued member, and be it further

RESOLVED, That these resolutions be spread upon the minutes of this Association, and that a copy be sent to his family in the assurance of the heartfelt sympathy that we join in the sorrow and loss that we all have sustained.

(Signed) Marion G. Bryce
(Signed) N. Kopp
(Signed) Chas H. West
Committee

Both members of last year's traffic committee, W. H. Fisher, of the United States Glass Co., and A. C. Scroggins, of the Fostoria Glass Co., resigned and President Dalzell appointed a new committee to serve as follows: Maurice A. Smith, of the McKee Glass Co., Chairman, and Ira Aiken, of the Monogah Glass Co., and Bernard Factor, of the Hocking Glass Co.

The meeting then listened with close attention to the address of Charles H. West, president of the Westmoreland Glass Co., who made various recommendations to overcome certain problems in the business. Judging from the interest evidenced in his address, some of these will probably be considered for further action.

Address by Charles H. West

For a period of ten to twelve years the glass manufacturers have not been bothered much with the tariff question, for the reason that the European nations making glassware were not able to ship enough to this country to disturb the market, on account of the World War and the reconstruction period going on after the war. Inasmuch as the European nations are indebted to the United States billions of dollars in principal and interest for money borrowed, and in view of the fact that most of these nations will have to pay us in merchandise, it is not reasonable to suppose that we can increase the tariff now existing very much, and think this is the opinion of those in authority at Washington.

As you know, some of the men in the machine branch are making very high wages, making lenses, etc. This information is known to the members of the Tariff Commission, so that I imagine their reply to Tariff increase to the glass manufacturers would be to reduce wages, notwithstanding the fact that wages being paid in pressed houses would run not more than $40.00 to $50.00 a week, when working full time or eleven turns a week, and there is apt to be a long drawn out controversy on the tariff question.

The wages in Europe to-day, being paid in the glass factories, run from $8.00 to $12.00 a week in the different countries, as against the above wages which we are paying in the United States. Every manufacturer who is a member of our Association should make himself a committee of one to discourage the buying of foreign glassware and spread the propaganda before Women's Clubs, Civic Clubs, Chamber of Commerce, etc., in the different localities.

I do not think that the public, generally, realize that there is such a wide difference in wages paid in the United States and Europe, and it is with difficulty that the average American workingmen can live at the wages being paid today, and live the standard that the American workingmen have set for themselves. The foreign workingmen, on the meagre amount he earns a week, only exists, in comparison with the American glassworker. Our standards are set so much higher, and we do not want it to be any less, but if we had to compete with foreign glassware, it would mean misery and poverty in the homes of American glassworkers, if at any time, we could get him to accept the European wages.

There are forty-seven manufacturers who are members of this Association, and I think we should study over the matter of group advertising also. This is being done now by the plate glass companies, hardware companies, lumber dealers, etc. We could advertise in a magazine like *Good Housekeeping* and put before the public a brief statement to discourage the buying of imported glassware. The expenses of this could be pro-rated among the different manufacturers in proportion of the pot capacity or tank capacity.

Of course, it is only my personal opinion, as stated above, that the tariff question will not be settled to our satisfaction for a long time to come, and if we can persuade, in the meantime, the American people to patronize and "keep the home fires burning," it would help all glass manufacturers. $6,540,000 of glassware have been imported into the United States in the last twelve months, ending June 30th. This means that the $6,540,000 have been based on the foreign valuation, and on the American valuation, this would be three times the amount, or nearly $20,000,000. Of this amount $6,000,000 is in decorated and cut glass, the balance in lighting goods, stem ware, etc.

The great sum of the sale value of imported glassware is a most important matter for American wares and a loss of employment for our workmen. We cannot ask for a complete stoppage of imports, but we ought to be able to compete in our own market on a more equable basis than that now prevailing.

Suggestion has been made by some manufacturers that steps be taken to place before the American public a greater knowledge of our wares, either through a publicity campaign or cooperative advertising. This would be costly, perhaps, but might be carried on with a reasonable expense. It would be of assistance if all of us and all our workmen continuously preach American glassware to all with whom we come in contact. Many distributors and retailers would be glad if we could place glassware most strongly before the public—not individually, but as a group of manufacturers.

To appeal to patriotism would be of doubtful value because the American people consider price and appearance more than price alone. The appeal must be made on the service of our product and toward a wider use of glassware. We can increase our sales by some such method and also curtail imports. We have in this country, an "import complex" which affects other industries as well as our own. The china dinnerware trade, for instance, has suffered more than we have because of great imports.

Each manufacturer can, if he will, spread more widely in his own district, in his home town and among his own friends the facts in the glassware trade. Many are unthinking and it may often be the case that our closest friends will buy foreign goods because they do not realize the actual situation.

The glassware industry ought to become more vocal—telling the American public more about what it makes and why its wares are superior. Each manufacturer ought to be a continual speaker for the common cause and each of his employes ought to do their part. The prosperity of America depends upon the prosperity of its workingmen and we cannot patronize stores and distributors who buy their goods abroad, when our factories are idle or our workingmen are earning only sufficient to provide for common needs.



D-169 Pattern

An exquisitely fetching green body decorated with black band over-laid with gold scroll pattern; gold lines edging each side of black band, and gold line on edge.

Decorated in our own studios at Salem, Ohio

THIRTY PIECES (one each)

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Shipped from our factory at Salem, Ohio. No package charge

Also sold separately.
Write for open stock price list.

The Geo. H. Bowman Co.

Importers *Manufacturers* *Distributors*

China Glass Lamps Aluminum Utensils Toys Toy Sets

Cleveland, Ohio

The tariff has been called the "Football of Politics" and it is oftimes a poor support in a competitive market.

Better service, more care in production on the part of our workers, and a really vocal manufacturing group can wield more influence toward better sales than high tariff rates.

The glassware makers of America, working together in an earnest endeavor, can, it seems to me, create a wider field for their products and a better feeling on the part of the general public, by co-operating in shouting the story of their wares from the housetops. This matter has been discussed before and other efforts toward a real co-operative effort have been made, but the backward few have held up concrete action.

We ought to decide to be the "home missionaries" for glassware in every possible way that we can. Other industries have done it with profit and we, with wares used every day in a multitude of ways, touching every walk of life, ought to be able to do something actually constructive.

You can see there are two angles to this question, as above stated, the Government want to be repaid their obligations by the Foreign Government, and the glass manufacturers, with the difference in wages with at least five to one, must be protected. so that while this difficulty in Washington is being worked out, perhaps this winter or next, don't you think we should get busy and tell the American people our story through some kind of advertising?

The address of George Dougherty, treasurer and sales manager of the Economy Glass Co., which followed aroused the interest of the listeners with some pertinent pointers on how to improve service, etc. His talk afforded much food for thought. Mr. Dougherty's witty side remarks and method of delivery also made a decided hit with his audience.

Address by George Dougherty

Some years ago we used the word "frontier" to designate a point farthest west in these United States of America. If it still exists it is located somewhere in the Pacific Ocean, unknown to us of this day. The words, "Westerner" and "Easterner" along with more picturesque terms, were used to describe the style of dress, peculiarity of speech, mannerisms, etc., characterizing people from widely separated localities. Those days have passed and we now find a uniformity of living conditions and customs, throughout the country. There exist no longer the identifying marks that formerly distinguished those living at great distance from each other. On the streets of New York or Boston you do not readily point out the man from San Francisco. Nor does the man from Boston bear any obvious identity when seen in San Francisco.

Elimination of time in transportation and communication; the movies, radio and the increase of wealth in all parts of this country make it one great whole. The lines marking province and metropolis are rapidly disappearing. Some "tank towns" may still exist but there are few "rubes." On a Tuesday in June our President left Washington for Swampscott. In a Los Angeles paper the next morning appeared a remarkably clear picture of the Presidential party and train leaving the Washington Station.

When the West is East, and the East West, the majority of population discuss the same subjects, dress the same, live in practically the same manner and want the same things that are available through the channels of commerce. You will see something new in Chicago and when you reach the Pacific Coast it is there also. This development is rapidly removing the responsibility of service from the retail distributor and placing it with the manufacturer.

The old idea of the factory consuming sixty to ninety days before shipping the order placed with him by the dealer, is passing. The retailer at the distant point no longer is satisfied with delayed shipments and service. The changing styles, designs and the whims of the buying public have forced a change in business methods on the distributor and retailer.

These changes have been proceeding gradually but have followed in direct parallel with the improvement and progress of the facilities for transportation and communication. You see evolution in everything and on every hand. Right here in Atlantic City there is evidence all about us that "the old order changeth." It is apparent in the substantial fire-proof structures that have replaced the old. Some of our veteran members may not be evolutionists (as that term to-day is understood) but I am sure they will testify to the fact that even the bathing suits worn by the ladies have undergone a decided change, if not improvement, since the days when our meetings were held in Haddon Hall.

Those of us engaged in our industry any length of time, appreciate the changes, both evolutionary and revolutionary, that have taken place in manufacturing methods. We have seen the old lines we made drop out and something entirely different come into demand. There have been improvements in process; the rule-of-thumb methods have been replaced by those more accurate and we have efficient control over elements that were formerly entrusted to luck. All of this has resulted in a better product. Many of the American factories are producing glassware of wonderful quality and design, so that we are not dependent on any foreign country for our needs in artistic wares. We must beware, however, of foreign competition, becoming increasingly active and made possible by low costs of production and labor; and a tariff that does not always give full protection to our product, made under the highest costs in the history of our industry. It is interesting to note, however, that ten or fifteen years ago there was more "fancy" glassware, so called, imported into this country than we could produce and we exported large quantities of pressed tableware and cheaper grades of common glassware. The foreign manufacturer, in the meanwhile, has also been progressing, until to-day the quality of European pressed tableware now available and sold here, cannot be ignored.

The conditions surrounding our employees in the industry have improved in the factories and in their domestic life. Standards of living and intelligence have risen. They have, more than ever before, an understanding of the fundamental economics that underlie the successful conduct of business. This is observed in the improved calibre of the men we meet in conference and in the conferences themselves. The improved opportunities for acquiring information, superficial though it may be, together with the growth of the student body in our modern high schools during the past fifteen years, accounts for this.

It is apparent and obvious, therefore, that there is progress going on all about us. We see changes in our individual plants; some of them planned by us and others forced upon us. Among our members there have been wonderful examples of original enterprise and progress along individual lines. But what of the industry as a corporate whole? What have the men and the plants comprising the industry done to keep step with the progress about us and to maintain and perpetuate the dignity, efficiency and opportunity for real service that the times in which we live require?

Last December, in Pittsburgh, we observed the fiftieth (50th) anniversary of the founding of this Association. It has had a commendable existence, has been of great benefit to the industry and, under the guidance of the capable and honorable men who have served as its officers, its reputation has ever remained unblemished. The beneficial policies it instituted during the years, we accept now as a matter of course, not realizing, perhaps, how much greater our difficulties would be but for the constructive action and foresight of those who preceded us here today. There has always been a tendency to condemn men and things on account of their age. The usual indictment is that they are "old fashioned." This is not true, for someone has truly said "there is tone and tune in an old violin." And even if the violin is old there is no good reason why some new tunes cannot be played on it with pleasing effect.

We live now in a day of opportunity, as much so as at any period in the growth of this republic. There is opportunity for the individual, the factory and the industry comprising particular individuals and factories. The opportunity referred to is not

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for profit alone but the opportunity for service. If this is grasped and properly handled profit will come out of it as a bi-product. The prosperity that enriches those who give value received is rarely questioned or envied by those of even limited understanding.

Our industry has this opportunity. There are many things it can do as a whole that would be of everlasting benefit to it, the people who are employed in it and the contribution it makes to the needs, comforts and prosperity of the general public. In the management of our individual plants we look after the operations of each step in our production and into the various departments of our business. The entire scheme of management works toward smooth and efficient operation without waste and unnecessary expense. However, our plant is but one. Have we progressed to the point where we are ready to give the same quality of consideration to our industry as we give to our plants? If so, then we should concentrate harmonious attention on the problems confronting the industry. It has them in forms as important as those that beset the individual business.

When we legislate against criminality we are protecting ourselves against selfishness and greed, for out of them arise all criminal tendencies. The anti-trust laws are intended to protect the public from those who place self above service. A fair public, and the highest court representing it, does not condemn the organization that uses its strength to improve its service in the public interest and the condition of that part of the public who have their skill, time and funds invested therein. In the past the mere mention of an efficient trade organization meant to some people a price combination. This is not the progressive idea because it has long since been proven that unless a positive monopoly exists such an arrangement does not work out in practice. On the other hand, even if it were not contrary to law and public opinion, it is, in effect, stifling to incentive and restrictive to originality in an industry where artistic product counts for so much.

So we are on firmer ground if we approach the idea of trade organization from the unselfish side. If we can think of our association as a common ground where we can give something for the common cause out of our particular experience or ability; where we can co-operate for the improvement of our product and its distribution; where we can increase the respect for the reliability of our industry; where we can further its dignity and maintain its respectability—then in the giving we will gain more in every way. If we can rise above the trivial detail of the moment and extend our vision to see the forest instead of the individual then we will realize the Rotary Slogan of

"Service above Self. He profits most who serves best."

The third and last address of the afternoon, by Harry L. Heintzelman, president of the Monongah Glass Co., was also well received. Mr. Heintzelman set forth certain facts in an interesting manner that could not fail to impress his listeners.

Address of H. L. Heintzelman

Our esteemed President, Mr. Dalzell, wrote me, in the early part of June, asking me to prepare a paper to be read at this Annual Meeting of our Association. He did not assign me any subject, simply saying, "Write whatever you have on your mind." That gave me a wide latitude and I have chosen as my subject, "What is the Matter With the Flint Glass Industry?" There are many members of this Association better qualified than I am to discuss this subject, but I will endeavor to express my views as briefly as possible.

Our industry is one of the earliest in this country and its development represents the life work of many of the present members of this Association as well as many former members no longer with us. What other industry requires the same careful and constant attention to the actual manufacturing details? What other industry embraces so many hazards? What industry requires a higher fabricating skill? And what industry reaps less in financial returns? Four important questions quite difficult to answer.

In presenting some of what I believe to be the causes of the situation our industry is in, you will understand that I refer particularly to hand production plants, although in some respects my remarks will apply equally as well to machine production.

In the first place, we produce too great a variety of shapes and sizes, entailing an enormous expenses for molds. We have thought it necessary to get out new lines every year, and it is a well-known fact that many molds entailing an expenditure of many thousands of dollars are a total loss, for the reason that a critical public does not approve of the design.

Then, again, we have thought it necessary to bring out additional decorated designs such as etchings, cuttings, etc.; in fact this is carried so far that the buyers are really afraid to buy, fearing they are not selecting the best, and you know quite well the expense, not only of creation but the considerable expense of stocking items in this multiplicity of lines, to say nothing of the cost of advertising either by illustrated folders, catalogs or trade paper display.

We are constantly striving to create something new in shapes or decorated designs, thus continually adding to varieties that are already burdensome and expensive. Understand that I do not favor cessation of effort to create new designs, but I do think we have been too generous in this direction.

It, apparently, has been next to impossible for anyone to reap any particular benefit from the creation of a new design, for the reason that others reproduce it and the inevitable happens, prices are cut and no one profits.

Another trouble we have in our industry is over-production; we can produce more than the public consumes, with the result that in endeavoring to operate our plants at 100 per cent capacity, prices are cut, in many instances to unprofitable figures. It is, of course, true that 100 per cent operation results in lower costs, we all know that, and if we all strive for 100 per cent operation it simply means that none will reach it, or, at least, maintain it, with the result that we have selling prices predicated on 100 per cent operation that cannot be maintained, and the natural result of this situation should be easy to understand.

It is so easy to overlook the matter of overhead expenses and the startling effect that it has on costs on a curtailed production. We are not relieved of any part of the overhead, even if operating at 50 per cent of capacity. Figure it out for yourselves. You all know what overhead consists of, and, say your overhead based on 100 per cent operation is 30 per cent, it is easy to understand that this overhead is practically doubled when operating at 50 per cent.

Last, but not least, we manufacturers are strangers, one to the other, in the business sense. We, of course, meet occasionally and say, "Hello, Jim"! or "Hello, Bill"! and we might have dinner together and tell each other how bad business is, but do we ever seriously discuss what might be the cause of the unsatisfactory conditions? No, we don't! because we are not acquainted in the business sense, and, therefore, are lacking in confidence, one with the other.

In the foregoing I have touched briefly on some of the things I consider responsible for the condition of our industry as a whole.

Naturally, you may be thinking that, as I have been audacious enough to outline some of the evils in the industry, I have a remedy. I sincerely wish that I had a "Sure Cure" to recommend, but I have none. However, I will endeavor to outline some things that occur to me that might help:

1st.—A standardization of shapes and sizes in all staple articles, thus cutting down enoromus and useless expense of molds, and, consequently, a reduction in overhead in a number of ways.

Standardization really had serious consideration during the World War but was dropped after the Armistice, so far as our industry was concerned. Some other industries carried it through to a great advantage to themselves.

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2nd.—Curtailing the number of decorative designs we bring out. I appreciate the difficulty in bringing that about, but unquestionably it would effect a saving and with no particular disadvantage to anyone.

3rd.—As demand falls off curtail production rather than sacrifice prices, because, inevitably, although it is possible to get a little additional business at sacrifice of prices, it is but a flash in the pan and when the smoke clears away you are not only operating on a curtailed schedule but are selling at sacrifice prices made in an effort to operate 100 per cent capacity, and it is easy to see the financial result. Think it over.

4th.—I am a firm believer in a uniform cost system, as it would clearly show to each of us in the same way just what difference in costs result in a certain percentage of curtailed production, and I am sure some of you would be as much surprised as I was after having a complete unit cost system in operation.

I hope you will understand that I am not the press agent of any individual or firm whose specialty it is to install unit cost systems. In fact I am prompted by selfish reasons in urging all of you who do not have it to save money by having it, and, remember, it is not spending money to get it.

If all had the same system, thus making it possible to maintain a statistical bureau, we all could have a better grasp on our industry and not blindly endeavor to force a market for our product by cutting prices to unprofitable points. Another thing to think about.

5th.—The laws of our country prohibit price agreements and automatically encourage price cutting. They permit combinations of labor and permit combinations of buyers. Everybody under the umbrella but we manufacturers, and what are we going to do about it? Are we going to continue each for himself and the devil take the hind most? Is it not a fact that we have been divided in most every way? We do not present a united front when negotiating wage scales, as evidenced many times in the past. We go into conference with the workers who are highly organized and a unit in their demands. We start right in with a handicap, no unity, plenty of selfishness and plenty of suspicion. The result is, we are asked to sign on the dotted line, and we usually do it. Why! Last year the workers' committee in one department in the joint conference, after a long joint discussion, made the statement that they had made up their minds before coming into the joint conference and nothing would move them. There you are, a conference arranged for joint discussion of problems with a view to reaching a mutually satisfactory agreement, one side so highly organized as to disregard the real spirit and reason for a joint discussion; the other side (our side) not well enough organized to combat even this breach of mutual understanding.

Are we going to continue this lone-hand policy, or are we going to attempt something really constructive and place the flint glass industry where it belongs, on a par with other industries, not alone in earnings, but in position of respect rather than ridicule?

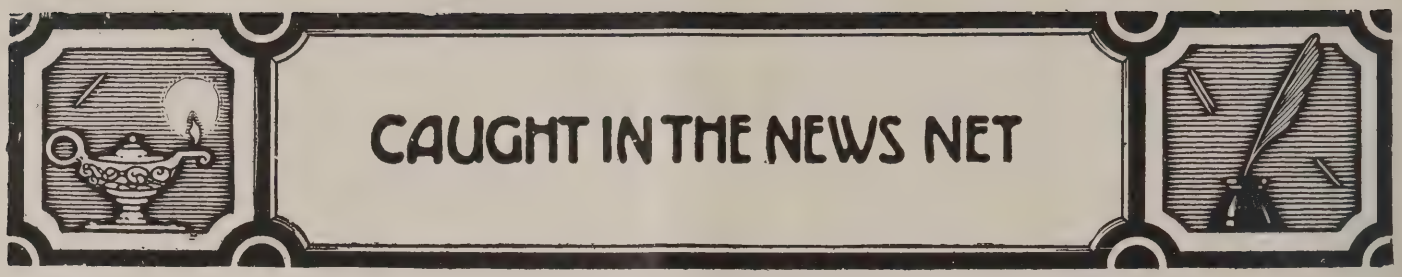
The firms represented at the meeting were: Belmont Tumbler Co., A. C. Ferris, Cambridge Glass Co., by W. C. McCartney, and W. L. Orme; Economy Glass Co., by George Dougherty; Erskine Glass Co., by Wm. S. Erskine; Fostoria Glass Co., by W. A. B. Dalzell and C. B. Roe; Gillinder & Sons, by John Beaty; Gleason Tiebout Glass Co., by Chas. Gleason; Hocking Glass Co., by I. J. Collins; Imperial Glass Co., by Victor G. Wicke; Indiana Glass Co., by Frank W. Merry; Inland Glass Co., by C. J. Nolan; Jefferson Glass Co., by L. O. Griffith and W. R. McCleary; D. C. Jenkins Glass Co., by D. C. Jenkins; Monongah Glass Co., by Harry Heintzelman; McKee Glass Co., by M. A. Smith; H. Northwood Glass Co., by D. A. Taylor; Phoenix Glass Co., by E. P. Ebberts and Thos. W. McCreary; Pittsburgh Lamp Brass & Glass Co., by Jos. Huot; Rodefer Glass Co., by C. M. Rodefer; United States Glass Co., by Frank Beggs; Westmoreland Glass Co., by Chas. H. West.

Decline of Thuringian Glass and Porcelain Industries

The porcelain industry in Thuringia has had better business in the spring months than was expected according to Assistant Commercial Attaché Douglas Miller, Berlin. Table sets are in good demand, but at prices which allow little profit. The luxury tax, which is a 10 per cent turnover tax, has been keeping down sales of artistic porcelain, cut glass, and similar articles.

The electrical industry has placed its regular orders for porcelain for insulating purposes, but sales for export are slack. The price of kaolin has been increasing regularly during the last few months. Porcelain toys, such as dolls and animals, are in very poor demand. Business in these lines is practically at a standstill.

The glass industry in Thuringia is also in fairly good shape. A number of furnaces, which were laid off last year, are working again. The Stinnes firm, which is operating a number of American patented machines, has been getting a large proportion of the business in glass tubing, so that small independent producers are finding increasing difficulties. A number of independent glass plants in Thuringia are already closing down. The industry is becoming increasingly concentrated.



TWO passengers on the *Paris* which arrived in port on Monday night were Louis Cruveilher with A. Gunthel and "Lou" Reizenstein. The latter who had been in Europe for three months on a buying trip left for his home in Pittsburgh Wednesday night expecting to return to New York in two weeks when he will display his line of decorated glassware.

The Misses Margaret and Anna Parker heads of the decorating departments of Taylor, Smith & Taylor, East Liverpool, O., and the Canonsburg Pottery Co., Canonsburg, Pa., respectively, were visitors in New York for a few days last week on a vacation trip. They left here last Thursday for Niagara Falls after which it was their intention to make the Great Lakes trip.

S. H. Slobodkin left New York Wednesday night to visit The W. S. George Pottery Co., East Palestine, O., and the Canonsburg Pottery Co., Canonsburg, Pa. He will spend the balance of the week conferring with the heads of these concerns whom he represents in New York City.

W. Bloore and V. G. H. Alcock, of the Swinnertons' Ltd., Hanley, England, left New York Monday night for Montreal, whence they will sail next Saturday on the *Doric* for England. Mr. Bloore is president of Swinnertons' and Mr. Alcock, manager. They have been spending the last two weeks conferring with Herman C. Kupper, Inc., New York, who represents the concern in this country.

Charles West, president of the Westmoreland Glass Co., Grapeville, Pa., came up from the convention at Atlantic City, Wednesday morning and spent the day conferring with the firm's New York representative Horace C. Gray. He left for Grapeville Wednesday evening.

Edward Reiwald, with A. J. Fondeville Co., started on a two weeks' vacation Monday on this week. He was bound for Atlantic City. Fred A. Hecker, of the same concern also left Monday on a vacation which he plans to spend making short trips.

R. W. Logan, secretary and treasurer of The W. S. George Pottery Co., East Palestine, O., arrived in New York Wednesday of last week for a conference of three or four days with S. H. Slobodkin, who represents the W. S. George Pottery Co., interests in New York.

John Leyland, treasurer of Percy N. Leyland, Inc., New York importers, met with an automobile accident last Sunday in Brooklyn. A bus ran into the rear end of his Hupmobile, causing considerable damage to the car but not in any way injuring Mr. Leyland and the friends accompanying him.

Harry S. Clarke, sales manager for B. Tomby, has booked passage on the *Albert Ballin* sailing from New York next Thursday for Europe, where he will spend some time visiting the factories represented in this country by the Tomby firm. He will devote considerable time in working out the details of a variety of new patterns to be placed on the market by them soon.

Langley Hawthorn, buyer for Gimbel Bros., is having a great time vacationing on his boat at City Island. He expects to return to his desk a week from next Monday.

Henry Shirley, popular traveling representative for Maddock & Miller, Inc., New York, who recently returned from a trip to the coast, is very optimistic regarding fall business. He said all indications point to bumper crops through the west whch will react greatly to the benfit of business. Another encouraging sign Mr. Shirley said was the improvement he found in conditions on his return trip over what they were on his trip out.

L. Schoenthal, manager of the china, glassware, lamp and Oriental goods departments of Gimbel Bros., New York, returned to New York on Monday, on the *Paris,* after six weeks spent in the European markets.

H. A. Ayling, manager of Haltom's, Fort Worth, Tex., visited the New York market this week.

Mrs. Charles T. Evans, who is associated with her husband in the conduct of Brayton's, Inc., Buffalo, as vice-president, was one of a party of Buffalonians who sailed from Montreal, July 1st on the S. S. *Minnedosa,* for a two months' European trip, which will include visits to the principal cities of England, France, Belgium, Switzerland and Italy. The trip is an educational one and Mrs. Evans will spend much of her time in museums and art galleries, etc. She expects to visit some of the English potteries, which Brayton's represent in Buffalo, before her return. She plans to sail from Liverpool, August 28th.

Tharaud Acquires New Factory

Justin Tharaud, head of Justin Tharaud, Inc., importers of several well known china and earthenware lines who returned last week from a visit to the European factories he represents also acquired on this trip an additional factory Porzellan-Fabrik, Tettau, A. G., Tettau, Bavaria, for exclusive representation here.

Though the factory is well known in Europe and its dinnerware is handled in this country they have never heretofore been represented here.

The line is a very attractive one offering a strong collection of decorative treatments, that should find considerable favor with American retailers.

Morimura Bros. Making Extensive Changes

The well known importers of Japanese wares Morimura Bros., 53 West 23rd St., New York, are making quite radical changes in their showrooms at the above address.

All offices have been removed from the main floor to the second floor thus leaving the immense street floor for display purposes.

The entire front end of the floor will be given over to the showing of stock lines while the rear of the salesroom will be devoted to the exhibit of the import fancy china and toy lines. The import dinnerware line will remain on the second floor.

The lamp department will be enlarged and given a more advantageous display than ever before. The large balcony to the right as one enters from the street will be employed for the exclusive showing of their interesting lamp and shade line.

The new arrangement will not only be more attractive but will also be more convenient for the buyer in making his purchases.

The alterations are expected to be fully completed by the end of July.

Barth Outing a Great Success

Once each year the big switchboard at the establishment of L. Barth & Son, in Cooper Square reports "no answer" and this year that day was last Saturday.

It was the occasion of the annual outing of the Barth employees, 410 of the workers with the concern joining in the day's merry-making.

The first section of the outing left by steamer from Pier A at 9 o'clock, stopping at 132nd St. for those employees living further north, then the jolly trip up the river to Nyack, where automobile transportation was waiting to take the crowd to the vacation grounds of Villa Pierra.

After a very attractive program of games and contests on the athletic field, together with bathing for those who chose it, the entire crowd assembled in the dining rooms of the Inn, where "Happy Rohne" and his orchestra, which, by the way, had accompanied the crowd all the way on the boat, furnished diverting music while the meal was being served. It is unnecessary to say that Pierre did his best, which means that the best was given.

The boat left for the return trip down the Hudson at 8 o'clock and this was one of the most enjoyable features of the outing.

The largest crowd that has ever attended the Barth outing was present. This included a delegation from the company's plant at Kingston, New York. Everything moved along so well that it was voted by all the best outing the employees had ever had.

Buyers In New York

JULY 9TH, 1925

N. P. Bartholme, china, glassware, housefurnishings and toys, Strain Bros., Great Falls, Mont., 115 West 30th St. (Weill & Hartmann).

JULY 13, 1925.

S. Guckenheimer, silverware, Leopold Adler Co., Savannah, Ga. Pennsylvania.

S. Heinemann, toys, Heinemann Bros. Co., Wausau, Wis. 115 W. 30th St. (Weill & Hartmann).

JULY 14, 1925.

P. W. Dennison, toys, Erie D. G. Co., Erie, Pa. 432 4th Ave.

C. T. McElray, kitchenware, glassware, lamps, Marks-Isaacs Co., New Orleans, La. 115 W. 30th St. (Weill & Hartmann).

E. Morrison, housefurnishings, Globe Outlet Co., Waukegan, Ill. Pennsylvania.

JULY 15, 1925.

A. Hall, china, glassware, lamps, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway, (Associated Merchandising Corp.)

J. L. Beck, silverware, Scranton Dry Goods Co., Scranton, Pa. 115 W. 30th St., (B. F. Levis). Imperial.

Exports of Earthen and Stoneware for May

Department of Commerce, Bureau of Foreign and Domestic Commerce report that domestic exports of earthen and stoneware from the United States by countries for May is as follows:

Countries	Table, Toilet or Kitchen Ware		Other Earthen, Stone and Crockery Ware	
	Pounds	Dollars	Pounds	Dollars
Germany	—	—	—	—
Italy	—	—	—	—
Norway	—	—	—	—
Poland and Danzing	—	—	—	—
Sweden	—	—	—	—
United Kingdom	17	15	199	107
Canada	1,217	312	1 423,566	22,719
British Honduras	74	7	140	37
Costa Rica	—	—	—	—
Guatemala	77	36	—	—
Honduras	3,429	1,077	861	186
Nicaragua	1 192	287	60.002	662
Panama	442	44	4,507	300
Salvador	—	—	—	—
Mexico	2,690	943	102.439	3,920
Miquelon & St. Pierre Is.	240	943	102,439	3,920
Newfoundand & Labr.	—	—	1,204	128
Bermuda	—	—	—	—
Jamaica	—	—	105	11
Other Brit. West Ind.	—	—	596	78
Cuba	2,067	312	1,303,176	24,926
Dominican Republic	62	12	532	91
Dutch West Indies	—	—	—	—
French West Indies	—	—	—	—
Haiti	96	24	—	—
Virgin Islands of U. S.	—	—	60	18
Argentina	—	—	—	—
Bolivia	—	—	684	84
Brazil	—	—	—	—
Chile	86	50	—	—
Colombia	657	206	2,821	1,242
Ecuador	—	—	35	10
British Guiana	—	—	—	—
Peru	—	—	500	238
Venezuela	—	—	—	—
Straits Settlements	—	—	23	10
China	53	28	40	12
Chosen	—	—	—	—
Hongkong	—	—	400	78
Japan	39	22	—	—
Kwantung	—	—	—	—
Philippine Islands	4.655	1,842	4.000	165
Australia	112	81	210	21
British Oceania	30	12	—	—
French Oceania	—	—	—	—
New Zealand	—	—	2,148	67
British East Africa	45	13	—	—
Other Portugese Africa	—	—	125	14
Total	17,280	5,348	2,909,723	55,180

Prosperity in Middlewest Indicated

Outstanding features of the general business situation in the Middle West and Northwest are excellent—crop prospects, record building operations, a marked decrease in unemployment, constantly increasing car loadings, easy money and more general activity in trade of all classes than was evident a year ago or for some time.

Secretary Jardine, who has just completed a tour of the agricultural districts, found many tangible points upon which to hang optimism. In its mid-year review of business generally throughout the Middle West, the Continental and Commercial National Bank says good business has marked the first six months of this year. Money rates have been low and have shown great stability. This has been a great aid to business and at the same time has helped to maintain security prices. The bank experts find the labor situation generally comfortable, with employment good, wages high and efficiency much more marked.

While no stampede to greater business is indicated, the comforting fact stands out that there are no halts for repairs. The traffic stream of business appears to be moving steadily and surely along a well paved, well marked and a well policed highway.

June, according to figures now in hand, was another month of enormous building volume, hanging up a record that is the second largest in the history of the nation, being exceeded only by April of this year. The great building projects here and elsewhere have taken up all the slack in skilled labor. Projects in sight and financed assure steady employment for skilled artisans for practically two more years.

The automotive industry appears to be halting for a moment to get its breath; also some factories are thousands of cars behind their orders. The steel industry, which recently underwent a slight pause, is now getting up steam for a long drive. More orders are coming in and there is a stiffening in values.

Dry goods are displaying the usual seasonal quiet, but the volume of business is ahead of last year. Coal remains the sore spot in the general situation and may continue so until the mine unions and operators can get together on some reasonable basis.

The Northwest, which has been in the dumps for a long time, is coming back strong, as shown by the preliminary report of the Federal Reserve Bank in Minneapolis. The money value of business transacted in that district in June was 25 per cent greater than for the same month a year ago. One of the most hopeful signs is the taking up of thousands of farms abandoned during the last three years.

These farms now are promising rich yields. Old mortgages will be lifted and the food markets will benefit. Prices of land have increased an average of $7 an acre in the last six months.

Wholesale and retail merchants report satisfactory sales and better collections. Packers say their business is much more satisfactory, although hot weather has slowed down their Eastern markets to some extent, particularly in beef. There is no export trade to speak of.

Commerce Reports on Exports in China and Porcelain for May

Domestic exports of china and porcelain ware from the United States for May average approximately the same as those for April. While the total in tableware is less the gain in other lines almost exactly balances. Exports by countries is as follows:

Countries	Table, Toilet or Kitchen Ware Pounds	Table, Toilet or Kitchen Ware Dollars	Other China and Porcelain Ware Pounds	Other China and Porcelain Ware Dollars
Belgium	—	—	—	—
Czechoslovakia	—	—	—	—
Denmark	—	—	500	140
France	50	200	—	—
Italy	—	—	—	—
Netherlands	—	—	—	—
Norway	—	—	—	—
Portugal	—	—	—	—
Russia in Europe	—	—	—	—
Spain	—	—	247	150
Sweden	50	250	—	—
United Kingdom	170	159	1,219	453
Canada	11,089	3,763	27,853	6,071
British Honduras	—	—	—	—
Costa Rica	—	—	367	49
Guatemala	—	—	151	50
Honduras	—	—	—	—
Nicaragua	150	15	8	12
Panama	610	177	745	43
Salvador	1,241	530	—	—
Mexico	2,572	1,100	493	147
Newfoundland and Lab.	21	4	171	57
Bermuda	—	—	41	15
Jamaica	288	90	—	—
Trinidad and Tobago	—	—	44	34
Other Brit. West Ind.	303	75	312	60
Cuba	2,651	1,289	4,778	797
Dominican Republic	656	152	—	—
Dutch West Indies	28	4	—	—
Virgin Island of U. S.	594	85	35	15
Argentina	—	—	—	—
Bolivia	—	—	678	117
Brazil	—	—	—	—
Chile	—	—	1,714	763
Colombia	251	46	252	144
British Guiana	—	—	—	—
Peru	—	—	262	190
Venezuela	—	—	—	—
British India	—	—	—	—
China	334	221	400	170
Other Dutch E. Ind.	—	—	—	—
Hongkong	350	86	—	—
Japan	—	—	—	—
Philippine Islands	140	30	791	709
Australia	525	613	245	209
French Oceania	978	142	—	—
New Zealand	—	—	—	—
British South Africa	—	—	24	10
Total	23,051	9,031	41,268	10,405

Russian Pottery and Glass

Reports from Moscow state that sales of pottery and glass wares in March were remarkably lively during March, the Prodasilikat realizing goods to the value of 2,100,000 roubles, an increase of 20.7 per cent on the February turnover. To Government organizations 26 per cent of the total quantity was sold, to co-operative bodies 57.3 per cent, and to private dealers 11.5 per cent, while retail sales amounted to 4.4 per cent and 0.8 per cent was exported. The increase in business during March is attributed to the greater facilities in payment introduced at the end of February, the pre-holiday period, and the better harvest prospects in some districts.



WHAT THE POTTERIES ARE DOING



THERE is very little activity prevailing in the local generalware district, so far as production is concerned, although three plants are in operation. Others expect to resume in part next week, and the belief is general that by August 1 the entire district will again be on a production basis. The plants of the Edwin M. Knowles Co.; Knowles, Taylor & Knowles Co., and parts of the Homer Laughlin China Co. are engaged, the holiday in these shops being exceedingly brief. New business is being received by all of the manufacturers, favorable orders from some buyers and only a nominal amount from others. In the hotel china section of the business, the manufacturers report a rather active demand for this class of merchandise, and that plants have been working on a steady basis. The situation is quite unlike that which has prevailed in the generalware branch of the industry. Many department store buyers have been in the midst of their mid-season inventory work during the last fortnight, and it is the opinion of salesmen that just as soon as these records are computed there will be more activity displayed by this branch of the trade in placing new orders. Stocks in retail stores are admitted to be low, so far as domestic ware is concerned, and it is related that the time is not distant when these stocks will have to be replenished in order to take care of fall and winter trade. Repairs are being made in most all of the generalware plants now idle, and as soon as this program is finished, operations will be resumed.

"We have completed the first six months of the year with practically normal operations," declared Harry Bailey, vice-president and general manager of the Bailey-Walker China Co., Bedford, O. "At the same time extra efforts on the part of our sales force have had to be made in order to maintain this schedule of operations. "With few exceptions, the jobbers seem to be ordering just as frequently as they always have done, but in much smaller quantities," Mr. Bailey related. It was also pointed out at the office of this company that the general business of the corporation is fairly healthy, although they do not have any large volume of orders to fall back on should buying almost cease. This company is now considering plans for the erection of a new clay shop and a new slip house, the improvements being calculated to increase the production of hotel china.

Competing prices are very low, according to the opinion of Charles U. Harris, vice-president of the Paden City Pottery Co., Paden City, W. Va. "Business is very dull, and we have no way of judging the future, excepting from what our salesmen tell us, and they are not at all optimistic for this year," suggested Mr. Harris. This company is producing a general line of decorated semi-porcelain dinnerware, the decorated line having been added last year.

According to the health insurance report of the National Brotherhood of Operative Potters, as submitted at the annual convention in Atlantic City last week, 19 potters died of tuberculosis. In all the Brotherhood paid out $25,040 in death benefits. Hereafter there will be no referendum vote of the trade for national officers or other matters, this rule having been eliminated by the convention. Voting on any subject hereafter will be done at the place of local union meetings. There were 43 resolutions submitted to the convention of which 27 were referred to the Law Committee; 10 to the Finance Committee; 3 to the generalware committee and others scattering. No change in the wage scale of the generalware industry was proposed during the convention, as these matters will not be taken up until the 1926 convention.

Announcement has been made of the appointment of The Myers Co., Los Angeles, as the Pacific Coast representatives for the Brush-McCoy Pottery Co., Zanesville, O. A complete line of samples of this factory will be placed on display in the sample rooms of this new selling agency, which interest will represent the Zanesville company from California north to Washington.

"While I imagine our operations are in about the same proportion with others, we have certainly not observed any decided impetus in buying," said Harry D. Wintringer, president of the Steubenville (O.) Pottery Co. "Concerning the business situation, and because the future is so uncertain, it would take a bold one to set forth what the final answer might be." This company is proceeding with its plans on their new plant, and it is their purpose to bring out dinnerware of the very highest character, both as to shapes, decorations, body and glaze that is possible to produce. "We want to give the public merchandise that will be most appealing," Mr. Wintringer declared. Rather rapid progress is being made on the erection of the new plant of this company, which is being erected on a site midway between Steubenville and Toronto, O., and overlooking the Ohio River.

A report has been received here that a tunnel kiln is about to be installed at the plant of the Red Wing (Minn.) Union Stoneware Co., the company being the only one in that part of the United States producing this character of ware.

Plans are being considered by George Trubel, who is interested in manufacturing pottery in the Chicago, Ill., district, in the erection of a new generalware plant at

(Continued on page 30)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



WHILE the "summer volume" of orders is in daily receipt, the flint glass factories are not in full production because of the idle period. Many of the manufacturers are now at Atlantic City taking part in discussions relating to the wage scale for the new year, but before these conferences began there was a general understanding current that the limit in wages had already been reached, and that general market conditions are such that any intimation of an increase in wages would be immediately frowned upon. It is the hope of some manufacturers that the employers will not get them into a place where they cannot run at all. The statement has also been made by manufacturers that the market on some lines has been cut to the very limit, and that there is little profit in the business under existing conditions. In many instances glass manufacturers are making shipments direct from stock in warehouses. The past rule has been to work on orders only, but occasionally a turn has to be made on staple items when there are no orders on hand for these items, and as a result the production naturally goes into the stock houses. Full operations in the flint factories will not begin much before Aug. 15 or thereabouts, it is declared.

What is said to be the largest decorating lehr in any glass factory in the United States is being installed in the plant of the Indiana Glass Co., Dunkirk, Ind. The new lehr will be eight feet in width and about 100 feet in length. By using this lehr the company is increasing its output of decorated ware.

A new warehouse is being erected at the plant of the Turner Brothers Glass Co., Terre Haute, Ind., which is occupying a site 50 by 300 feet. An addition to shipping department is also being made. At this season of the year demand for packers glassware seems to be at its height, and the majority of the shops making this line are reasonably active.

According to officials of the Rodefer Glass Co., Bellaire, O., the factory, which is now idle, will resume operations as soon as a repair program has been completed.

On account of the increased demand for containers, as is being experienced by the West Coast Glass Co., Los Angeles, Calif., a third shift of workers has been added. This factory is working about to capacity.

A steady improvement is observed in the demand for the line produced by the Jefferson Glass Co., Follansbee, W. Va., according to C. H. Blumenauer, president of the company. "We think the general outlook is most promising," said Mr. Blumenauer, "and that we can look forward to an improvement in business during the Fall and Winter months, providing, however, that domestic made products are not supplanted by low priced imported glassware. Our wages are exceedingly high, making the cost of production almost prohibitive, when compared with the imported articles." The Jefferson plant is idle for a few weeks, during which season necessary factory repairs are being made.

While the plant of the Fostoria Glass Co., Moundsville, W. Va., is idle for the July period, rapid progress is being made upon the erection of a new gas producer plant and power plant. The contract for the improvement was awarded the Simplex Engineering Co., which also includes a complete coal handling equipment. While the factory is idle the mid-season inventory is being taken.

According to reports received by sales managers of local glass factories, the Metropolitan Chain Stores Co., Inc., propose to increase their holdings from 68 to 72 stores during the current year, and one of these is to be opened in East Liverpool, O. It is also reported that the company expects its sales to reach close to $9,000,000 this year.

Thieves entered the office of the Frontier Cut Glass Co., Buffalo, N. Y., recently, blew the safe and escaped with $17 in change which the safe held. The thieves ascended a fire escape to the third floor of the factory building to gain an entrance.

James Reardon, for many years associated with the factory management of the Consolidated Glass Co., Coraopolis, Pa., is now in charge of the factory of the Columbia Glass Co., Fairmont, W. Va., producers of opal ware. According to Glenn F. Barns, president of the Columbia company, business has showed a decline during the last two months. However, Mr. Barns declared: "We now see some revival and expect our orders to largely increase within the next two months. We have had our factory under a state of improvement almost continuously since June 1st last year, having installed a regenerative tank, and we're now in a position to turn out a larger production than ever." The Columbia company in addition to doing an active domestic business is also having a nice export trade.

In order to accommodate its large jobbing trade, the Bartlett-Collins Glass Co., Sapulpa, Okla., is erecting an addition to its warehouse covering a site 50 by 80 feet.

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Design in Tea Ware Offered by S. A. Weller Co.

A NEW tea set, one of the most interesting and unique of the season's innovations, has recently been put on the market by the S. A. Weller Co., Zanesville, Ohio. This tea set is designed primarily for bungalow and other informal uses and is one of the well known "Zona" line gotten out by this concern. The tea set is finished in a deep ivory glaze and has an embossed design which is most charming consisting of a band of Autumn leaves in natural tones, clusters of purple grapes, and dull red flowers peeping through a lattice in shades of brown and green tones. This design is embossed and then hand colored and under glazed and is very lovely both in color and design. Knobs of covered items are formed of clusters of fruit. The shapes are well adapted to this design being quaintly straight in their effect. New baby plates with a deep roll edge on which the alphabet is embossed in colors are also new additions to the Weller line. There are several different designs of these, one showing two tan squirrels sitting erect facing one another, one an Easter bunny and one Mary and her lamb. Some are made with the edges plain and others with numerals. The new "Klyro" line is done in Flemish finish in wide effect with cut out work and raised flowers and fruit. There are many different numbers in this, vases, candle sticks, baskets, bowls and etc., some are decorated with pink roses and dull blue grapes and some with apple blossoms all delicately tinted. Square fern boxes in different sizes are made to simulate well of cobble stone, in quaint and rustic effect. Additions to the Flemish line in a new embossed effect representing reed baskets are umbrella stands and flower jars of various sizes and pedestals. These are on display in the showrooms of the company's New York representative, Charles H. Taylor, in the Fifth Avenue Building.

T. G. Hawkes & Co. Show Beautiful New Designs in Cut and Engraved Glassware

For eons of time woman has been proclaimed queen in the art of interior decoration and furnishing, but Mr. Johnson, New York representative for the T. G. Hawkes Co., might make the gentler sex jealous in his usurption of the crown. The splendid arrangement of the T. G. Hawkes Co.'s beautiful glassware, artistically and tastefully placed at the firm's showrooms, 542 Fifth Ave., New York, shows Mr. Johnson's skill in this direction. The attractive room has recently been fitted with handsome mirrors which reflect the beauty of every piece of glassware. The heavy mahogany frames of the mirrors lend a note of elegance to the furnishings. The objects are placed on glass shelves so that every item stands out in its particular individual charm. The pieces are so exceedingly beautiful that mere word description seems inadequate to truthfully convey the fine cuttings, engravings and encrustations. One lovely pattern "Valencia" shows a rolled edge with fine cutting design. The numbers in this pattern include comports, some of extra large dimensions, candlesticks, and a very unique straight shaped flower vase, and candelabra of three and five lights, resplendent with prisms decorating the edge. These speak for themselves in their special attractiveness. A full service displayed in old Singing Watterford pattern, is exquisite in its exact reproduction of this old-time cutting. Beautiful rock crystal decoration with vine leaf center pattern comprising bowls, comports and smaller items are excellent examples of the artisan's skill in fine glass cutting. Many of the numbers are silver mounted which adds to the attractiveness of the fine glassware. The whiskey bottles displayed with sterling and plated silver tops, padlocks and keys are significantly engraved. "Full Moon," with laughing face and other appropriate engraved decorations are suggestive barleycorn styles. In the gift section, dainty perfume atomizers, finely cut in two colors, blue and green with gold encrustations, of four shapes and four decorations; cigarette jars; one-drink, pocket edition, whiskey flask, with a single swallow bird for decoration, (this is an unusually novel and useful gift); small cologne or perfume bottles with dip stopper; pepper and salt shakers with silver tops, gold plated and numerous other specially chosen items, all suitable for the select, up-to-date gift shop. These relate only a few of the Hawkes new items in fine cut and engraved glass, so well displayed at the above showrooms.

Economy Glass Co. Shows Interesting New Decorated Glass

D. King Irwin, 5th Avenue Building, New York, is displaying some attractive new glassware, a product of the Economy Glass Co., Pittsburgh, Pa. These include some numbers in solid color with a conventional floral design etched through the color, and worked into a band. Outside of this is a band of gold encrustation in conventional laurel wreath design. This is a very attractive combination rich in this effect and yet extremely simple. The colors used are green, blue and rose. There are crackers and cheese dishes, round and oval sandwich trays, footed candy boxes and other fancy items. There are also some numbers in solid color with a heavy border in encrusted gold combined with gold stamping. The colors are pink, deep blue, mauve and magenta. There are two designs, one consisting of a band of solid encrustation in a laurel design and four wide medallions in lacey effect. The other has a heavy encrusted band with a band of lacey stamped work just inside. These are very lovely patterns and are bound to please the taste of the discriminating buyer.

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

ON top of the announcement of a new Parker House comes the news that plans for a Statler Hotel at Park Sq. are being completed for a ten-story structure with 1,100 rooms, specialty shops, brokers' offices, etc., on the ground floor. It will cost about $12,000,000 and will take a year and a half to finish.

O. A. Olsen, who covered Maine for Jones, McDuffee & Stratton, has resigned to enter the banking and brokerage business. His territory will be supervised by Charles Barnard, who has outlying parts of New England and New York, and will be covered by Frank Sansom, who has been several years with the firm as house salesman.

A. Lowenstein & Sons, furniture dealers, are now occupying their new quarters at 777 Boylston St. Three connecting buildings have been remodeled and room-sized windows set along the 200 feet display front. A. Lowenstein founded the business in 1890 and it is now run by his sons, Louis and Max. The new store has a bargain basement.

All alike, and set up like ten-pins, with four in the front row and five, six and seven in the other rows, twenty-two dessert plates in Charles R. Lynde's front window make a fine showing against their black background. They are a rare set of Chamberlain's collection of the Earl of Essex, Worcester, made in 1804.

Among the visiting salesmen at Young's Hotel this week were Mr. Baker, representing Mowbridge & Co., Milwaukee, lamps, and Mr. Thomas, representing the Roseville Pottery Co.

The element of surprise is a great part of the pleasure of unwrapping a small toy, favor or gift. Certain people, however, sometimes take the wrapper for granted and hurry through the business of undoing a package without getting ready to be surprised. How are you going to make these people behave decently to the wrapper? One way is to make it out of isinglass and bilk them of the surprise they accept so greedily. It happens that an isinglass box can be the prettiest, daintiest box imaginable for a wooly animal or a toy battleship, or a handkerchief. They come in all sizes and shapes with their stiff, transparent sides, straight edges and square corners, held together by tiny brass rivets. The company which has transferred the element of surprise from the gift itself to the package is the Sugar Plum Tree Co., of Indian Orchard, Mass., and their New England agents are Messrs. H. P. & H. F. Hunt. But the whole story has not been told; there is an element of *suspense*. What is more absorbing than to see within one of these transparent packages a number of little rolls which might be candles, costume crackers or camouflaged handkerchiefs?

H. L. Wellington has returned home from his vacation at Gloucester, and is again touring the big cities of Massachusetts, Rhode Island and Connecticut for Jones, McDuffee & Stratton.

The Colonial Candle Co. has put out a new iron candlestick in the form of an orange and two green leaves, which H. P. & H. F. Hunt Co. are showing.

June building contracts for New England were more than $42,000,000, or 26 per cent better than June a year ago, though 15 per cent under those of May, which was an unusual month.

New business establishments in Greater Boston, include the Blue Bird Card Shoppe, gift shop, 101 Summer St., and the Davis Rachins, variety shop, 68 Yeomans St., Roxbury.

Some printer of cretonnes has borrowed the blue onion pattern and a local crockery firm has seized on it as a background for its window display. It is unlikely that the potteries will bring out plaid checks and green herringbones next year to be furnished to the clothing stores, but there is at least a thought in this.

Mail Order Sales Continue to Gain

Sears, Roebuck & Company, Chicago, report sales amounting to $16,095,102 for the month of June, against $13,938,752 for the same month in 1924. This is a gain of $2,156,350 or 15.6 per cent. Sales for the first half of 1925 are reported at $118,242,460. This is an increase of $13,324,679 or 12.7 per cent over the same period last year, when sales were reported at $104,917,781.

Sales of Montgomery Ward & Company, Chicago, are given as $14,430,960 for the month of June. When compared with $13,039,315 reported for June, 1924, this represents a gain of $1,391,645 or 10.6 per cent. Sales for the first half of 1925 amounted to $82,425,775, against $75,725,618 a year ago. This represents an increase of $6,700,157 or 8.8 per cent. June sales and sales for the six months ended June 30 were the largest in the history of the company for that period.

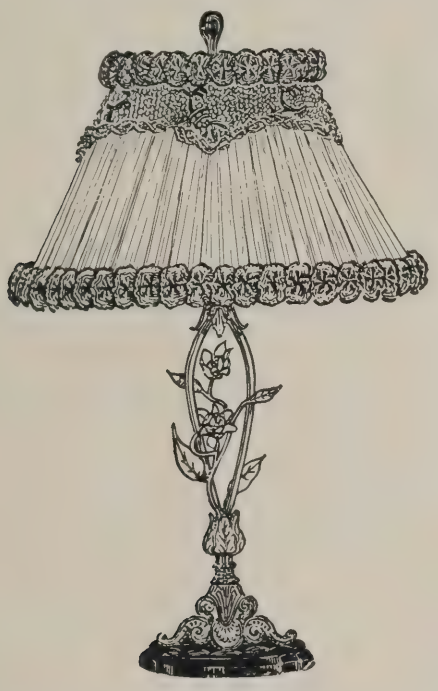
"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers of Lamps, Shades and Their Accessories

By Beatrice Miller Wisner

Beautiful Lamps and Shades In Unusual Models

THE attractive showrooms of Wm. R. Noe & Sons, 43-47 East 10th St., New York, are a revelation in lamps and shades of excellent modeling and construction. The large exhibit of lamps, and unique shades, is a comprehensive assemblage of lighting specialties artistically arranged on velvet covered tables, which accentuates the display, featuring each individual lamp with a striking background. The selected shades which adorn the lamps are made to harmonize with the base and ornament of the lamp proper. Metal imported lamps, with marble



bases are especially noticeable. The decoration of mythical subjects and Egyptian motifs in basrelief which surround the body of these unusual lamps is exceedingly well adapted to the type of lamp. Many of the metal, bridge and floor lamps displayed have marble bases, with spirals and uprights decorated in color, while others have beautiful silver and gold flower and leaf ornaments and crystal drops which form an enticing element of these handsome lamps. Fascinating georgette shades pink, lilac and other colors grace these exquisite lamps. One shade of oblong shape is particularly lovely, showing rose over blue, with a silhouette medallion insert, and tiny black velvet ribbon and flower wreaths enhance the beauty of this remarkable shade. Many boudoir pottery base lamps with appropriate beaded parchment shades, hand painted in floral and other designs, and finely bound with black velvet are decidedly attractive in coloring and shape. Bright chinz shades in harmony with lamp bases, also would make a lovely addition to milady's boudoir. A large variety of candlesticks, candelabra, ornamented with crystals, luster vases, in blue, rose, yellow, pink and various other colors, make up a most interesting and diversified collection of lamps, mounts and handsome torchiers, add to the variety of lighting specialties.

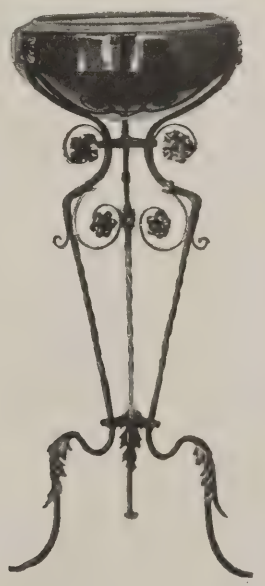
Metal Lamps of Characteristic Design

An attractive assemblage of metal lamps is being offered by the Artistic Brass & Bronze Works, 424 Broome St., N. Y. These artistic lamps include metal floor, bridge, table and boudoir styles in gold plated, Old English and colonial finishes. The superior decorations and fine finish in metal craft are worthy examples of the firm's excellent workmanship. The lamps above mentioned are designed to harmonize with interior fittings and furniture and are up-to-date in design and construction.

Finely Modeled Wrought Iron Lamps

The bridge lamp has registered its popularity through its useful construction and characteristic design. The Roman Art Iron Works, 24th St. and 10th Ave., N. Y., are makers of distinctive types of wrought iron floor and bridge lamps and fern stands. The fine wrought iron work with gold leaf decorations, spiral uprights, and fanciful





patterns, in scroll handcraft, add a decorative element to these splendid wrought iron models. Many new and unique floor and bridge lamps, fern and flower stands are exhibited at the firm's attractive showrooms above mentioned, which are excellent examples of the various styles which are constantly being produced to meet the varied fancy of the fastidious consumer.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

JULY clearance sales continued under way in most of Chicago's larger department stores this week. Specials have been offered in dinnerware, table glassware and lamps that reflect real reductions and indicate the desire of the department heads to reduce their stocks to a minimum before new Fall lines are received late this month or early in August.

Wholesalers as well as manufacturers' representatives are encouraged with the buying by retailers during the past week. One large glass decorating house reported a group of orders received during the week from old customers who usually do their buying late in August. Others make similar reports of buying commencing to open for the Fall delivery merchandise.

Chicago's retail stores made the following specials this week: Mandel Brothers held a sale of breakfast and dinner sets. Thirty-five piece breakfast sets were $6 and 51-piece dinner sets, service for six, sold at $9.50. These were of semi-porcelain, Coronado, with blue band decoration and in the ribbed styles. The Boston Store featured 100-piece Nippon china dinner sets with matt gold bands and handles at $29.48. The Fair had seven-piece iced tea sets, with covered jugs at $1.49, grape decoration. Hartman's sold 18-piece table glass sets at 98c, and 100-piece domestic dinner sets with gold band decoration at $18.75. Hillman's feature 14-piece iced tea sets consisting of six glasses, six sippers, pitcher tray and basket at $2.98.

The Berwyn Rug & Furniture Corp., 3128 S. Oak Park Ave., Berwyn, Ill., and the Stiefel Furniture Co., 3214 W. 63rd St., Chicago, are newly incorporated concerns, retailing furniture and housefurnishing goods.

Earl W. Newton & Associates, are showing in their display room at 9 N. Wabash Ave., new numbers in gold and green glass from the Imperial Glass Co. A most striking effect is produced with the gold and green worked into the body of the glass. Included are new console sets, sandwich trays, vases and other ornamental pieces.

Theo. Bear, better known as "Teddy" Bear in the lamp trade, following several years of selling and production experience with various Chicago lamp makers, has organized his own company known as The Teddy Bear Company and is producing glace and silk lamp shades, lamp standards and novelties. Offices are located at 1430 S. Michigan Ave.

The latest expansion of department stores on Milwaukee Ave., Chicago's busiest outlying business district, was announced recently. Reich Bros. Department Store will operate a 100-ft. frontage store as the result of leases and purchases just closed. The new property acquired by the firm is located at 1542 to 1548. More than $15,000 will be spent in remodeling the structure.

J. E. Gerber, sales manager of the Cliftwood Potteries, Morton, Ill., was in Chicago last week conferring with his salesmen, W. E. Mathis and Wm. Dooner.

Ray Allen, a member of the firm of Nils Cederborg Co., Salem, O., is in Chicago this month vacationing. N. O. Cederborg of this concern was formerly located in Aurora, Ill., and is considered one of the best authorities on lustre and matt decoration on china.

The Opalite Corp., 201 E. Ohio St., Chicago, received a state charter recently to conduct a manufacturing business making glass items, sheet glass and glass blowing products. The capital of the company is placed at $20,000 and the owners are Joseph A. Golde, Philip Golde and S. Ruut.

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

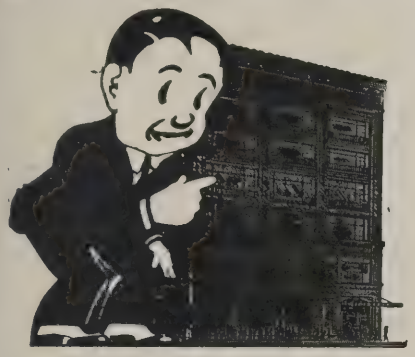
1751 West 74th Street CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Genesee Pottery Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Eureka Tumbler Company; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars
Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
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IRA A. JONES CO.
9 North Wabash Avenue
Representing:

Pope-Gosser China Co.	Coshocton Glass Corp.
Seneca Glass Co.	H. E. Rainaud Co.
Susquehanna Cut Glass	Shepherd Co.
	Wood-Art Co.
National Glass Novelty Co.	Burke Studios
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EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

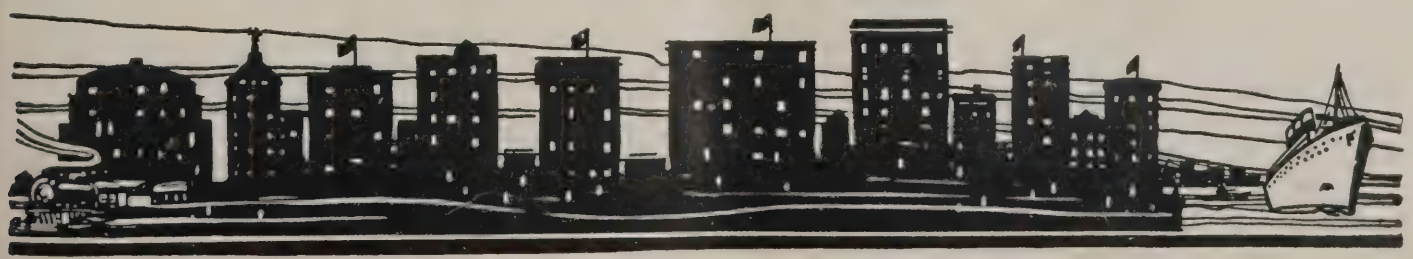
136 West Lake Street

MAKE THIS SPACE Sell Goods For You

For Rates
PHONE WABASH 860

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMEN WANTED

SALESMEN, A-1, capable to sell our high grade deco. etched china and imported decor. glass and lamps in Ill., Mo., Mich., Ohio, Kansas and Miss. Le Roy Studios, 1405 Grace Street, Chicago, Ill.

POSITION WANTED

THOROUGHLY experienced salesman of imported china and glassware desires connection with first class concern. Wide acquaintanceship throughout the trade. Unquestionable references. Box 489, care CROCKERY AND GLASS JOURNAL.

FOR SALE

FOR SALE.—One Pangborn sand blast table, Type L.D., size 84, serial 124209. Practically new and in first class condition. Can be bought at a bargain. Inquire, The Globe China Company, Cambridge, Ohio.

For Sale on Import.—Direct representative of German and Czechoslovakia Crockery and China factories will display samples of Housefurnishings in New York from July 18th until August 8th. Inquire by phone Ashland 7526 or by letter care of CROCKERY & GLASS JOURNAL, Box No. 490.

The Chicago Market

(Continued from page 28)

The capital stock of the Eagle Wabash Corporation has been decreased from $100,000 to $1,000 and the board of directors has been reduced from four to three members. The Advance Parcho-Lite Corp., operating under the wing of the Eagle Wabash Corporation, has also reduced its capital stock from $300,000 to $1,000 and the board of directors from four to three. The Rembrandt Lamp Corp., a member of the same group of lamp makers last week increased its capital stock from 10 shares of no par value stock to $750,000 and decreased number of directors from four to three.

The Nichola Hardware Co., operating at two large hardware and housefurnishing stores in Oak Park, Ill., last week increased their capital stock from $150,000 to $300,000. This concern is a good distributor of household goods and glassware in Chicago's biggest western suburb.

The Morgan House Furnishing Co., 1330 Walnut St., Murphysboro, Ill., has been incorporated. The capital of the company is $12,500 and the owners are M. B. Morgan, C. M. Ledbetter and T. M. Morgan. The company does a retail business in furniture, carpets, housewares and glassware.

Glass Factory Activities

(Continued from page 24)

It is proposed to use this new building for carton packages, which are becoming more popular with the jobbing trade. "Business with us so far this year has been fairly satisfactory," announces Secretary J. W. Collins of this company, "but while the trade has not been buying in large quantities, the orders are coming in more often. We look for this policy to continue for the balance of the year at least."

Announcement has been made of the appointment of J. W. Stevenson as manager of sales for the Jeannette Glass Co., Jeannette, Pa. Other changes in the personnel of company include the appointment of Carl T. Sloan as treasurer and general manager and H. M. Libengood, factory manager. This factory will cease production Saturday, but will resume operations again Aug. 3rd, during which period the usual factory improvements will be made. "It is our opinion that the outlook for business during the fall months is very bright," declared Mr. Sloan. This company is now featuring a general line of pressed and blown glassware, although a specialty is being made of private mold work.

Official announcement has been made of the retirement of James Bryce as manager of Factory "F" of the United States Glass Co., to go with the Duncan & Miller Glass Co., Washington, Pa. Mr. Bryce has been connected with the United States Glass Co. for eighteen years, fifteen of which have been spent at plant "F" almost thirteen years as superintendent. He is a son of Marion G. Bryce, for some years president of the United States Glass Co., who recently resigned as chairman of the board of directors of the corporation. William O. Kahn has succeeded to the vacancy caused by the resignation of Mr. Bryce at Factory "F."

What the Potteries Are Doing

(Continued from page 23)

Jerseyville, Ill., which is just outside the Chicago district.

"The fact that the bottom has been reached in price on practically every item in pottery, will also stimulate trade as soon as merchants understand the situation," in the opinion of George S. Brush, of the Brush-McCoy Pottery Co., Zanesville, O. "We do not believe there will be a reduction in wages," Mr. Brush continued, "and without that it will be impossible to lower prices and make a profit. Knowing this, we believe the merchants will proceed to buy and in order to stimulate trade to do as the manufacturers have done, makes their profits as low as is consistent with good business. If they will join with the manufacturers in this way, it will produce a healthy condition in the pottery and glass market, both in retail and manufacture." So far this year, this company has been receiving the same volume of business as last year,

and the company has made plans for a greater volume of business than during the last six months of last year, which indicates they anticipate an increase in volume of business. Several new lines have been recently placed on the market by this company in order to stimulate trade, while their staple lines, including mixing bowls and similar items are the last things in pottery which the average woman quits buying.

"Business conditions up to the present time have proved very satisfactory indeed," according to Arthur E. Mayer, president of the Mayer China Co., Beaver Falls, Pa. "The volume we are receiving is running fully as great if not greater than preceding years. As far as we can learn from the trade the present business conditions will continue through the year, with possibly some little increase in demands for fall trade." This plant suspended operations July 1, but resumed again Wednesday. A considerable volume of future business is now on the files of this company, and steady operations throughout the last two quarters of the year is anticipated by the management.

News has been received here of the death at San Antonio, Texas, of Alexander Joske, aged 67 years, president and general manager of Joske Bros. department store of that city. Mr. Joske had been in ill health for the last four months, but still his death was sudden. Continued ill health caused him considerable worry.

Retail Trade in June 4.6 Per Cent Larger Than Last Year

Sales at 522 retail stores which made preliminary reports to the Federal Reserve banks from all sections of the United States were 4.6 per cent larger in June than last year. Increases were reported from all Federal Reserves districts except St. Louis and Dallas, where slight declines were noted. The largest increases occurred in the Chicago, Minneapolis and San Francisco districts. Of the total number of stores reporting 313 had larger sales than last year and 209 showed a smaller volume of business.

Sales at two mail order houses were 13 per cent larger than last year and trade at 5 and 10 cent chain stores at 15 per cent greater than a year ago.

Percentage changes in dollar sales between June, 1924, and June, 1925, are shown in the following table:

Districts—	—Number stores reporting— Total	Increase	Decrease	*Per cent
Boston	60	39	21	4.5
New York	51	31	20	4.5
Philadelphia	87	55	32	2.4
Cleveland	42	22	20	2.5
Richmond	52	29	23	2.5
Atlanta	32	15	17	3.8
Chicago	59	35	24	10.7
St. Louis	20	8	12	— 0.1
Minneapolis	15	9	6	7.4
Kansas City	21	15	6	4.7
Dallas	15	6	9	— 0.6
San Francisco	68	49	19	7.5
United States	522	313	209	4.6
Mail order houses				13.2
Five and ten-cent chains				15.3

*Percentage of increase or decrease compared with June, 1924.

A Thought
for Users of Colors

YOU are insistent upon quality. Rightly so—yet it pays to consider other factors when purchasing Ceramic Chemicals, Minerals and Oxides.
Take service for example. Here at R & H we, too, allot the proper value to quality, yet we feel that your requirements should be given careful and conscientious study.
Through the construction we place upon service results are attained that meet your views in every particular.

RHCCO A1

The
ROESSLER & HASSLACHER CHEMICAL CO.
NEW YORK

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

Dollar's Buying Power 62.8 Pre-War Cents

Prof. Irving Fisher of Yale University announced that last week's prices averaged 159.3 per cent of the pre-war level.

Index numbers for the last five weeks follow:

	Fisher	Crump
July 12	159.3	151.5
July 5	158.9	151.4
June 28	159.5	149.6
June 21	158.0	149.8
June 14	156.9	150.5

International Sample Fair at Gijon, Spain

The Second Asturian International Fair will be held at Gijon in Oviedo Province, Spain, from August 15 to 31, 1925. All kinds of goods, except those dangerous to life or health or prohibited by Spanish law, may be exhibited. The city of Gijon is in the center of that part of Spain along the Bay of Biscay, and forms a good approach to parts of Spain not readily reached from other sections. Applications must be filed by July 31, 1925, with the fair committee, whose address is Livertad 19 and 21, Gijon, Spain. Free temporary entry of articles destined for the fair has been authorized by royal order, but such articles must be entered through the customhouse at either Gijon, Irun, or Tuy. Sample application may be obtained by addressing the European Division of the Bureau of Foreign and Domestic Commerce, referring to No. 173559.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

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ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
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DOLLS AND TOYS
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AS THE EDITOR SEES IT

RETAILERS FIND MAIL RATES PROHIBITIVE

RETAIL merchants and other lines of business are criticizing the new postal rates as being prohibitive according to a report of the Postal Committee of the United States Chamber of Commerce. A recent bulletin contains a summary of the objections raised by merchants to the new regulations.

THE increase from one cent to one and one-half cents for each two ounces or fraction is objected to on the following grounds: New rate is held to be prohibitive to a certain part of mail advertising and tending to its elimination or diversion from the mails, while another part of this business is diverted to first class, due to the spread between first and third class rates being insufficient in view of the difference in service afforded. Although the rate is higher, it is claimed that the total revenue from this class of business has actually fallen off, defeating the purpose of the legislation and adversely affecting the industries engaged in the production of circular matter.

THE increase from one cent to two cents for the private mailing card has greatly reduced the use of this valuable medium of business, in part eliminating it and in part diverting it to the standard Government postcard, which is less satisfactory for many purposes, such as accounting, billing, advertising and use as return card. The result is stated to be a smaller total net revenue from this class of business, and an adverse effect on the printing business, paper mills, printing ink industry and allied lines.

THE flat increase of two cents is held to be unscientific in that it is not a sufficient increase for the shorter zones, where the parcel post is reported to be losing money, and is an unnecessary and uneconomic increase in the longer zones, where the rates are claimed to be already too high, with resultant diversion of business to to other types of carriers. Similar criticism is made with regard to matter formerly in third class now taking parcel post rates.

UNDER the interpretation of the Postoffice Department, a catalogue if containing less than twenty-four pages is not entitled to the rate of one cent for two ounces, but must pay one and one-half cents per two ounces. The result is that many business houses are increasing their catalogues to twenty-four pages, with a tendency to break down well-established and economical trade standards of paper size, printing and folding. An extreme example is that of the circular which would cost one and one-half cents to mail alone, but which can be mailed for one cent if a twenty-four-page catalogue is attached to it. Criticism and suggestions received from the chamber's members regarding the new rates were brought to the attention of the Congressional Joint Committee, which began hearings on the subject in Washington on July 20.

IN addition retailers who wish they could tell Uncle Sam a thing or two about the mail service in general and about the present postage rates in particular are to have their chance. They will have opportunity late this month or in August or September, according to the part of the country in which they are located. A special joint committee of Congress is to assume the role of trouble-hunter and tour the country listening to local kicks at the source. Merchants who have any grievance against the postal system or who are dissatisfied with the rates must register their complaints now or forever hold their peace. The first hand survey of postal conditions is a transcontinental inventory to be used as a basis for a further reshaping of mail schedules and the postal price list.

The Trouble With Retail Advertising

A discussion of some of the phases of advertising which must be considered by the retail dealer who wishes to make the money he invests in this service bring him adequate results.

By William Nelson Taft

MANY of the problems of retail advertising are discussed in the following address which was delivered by William Nelson Taft at the Second District Convention of National Advertising Clubs of the World held at Bethlehem, Pa., recently:

Something is wrong with retail advertising—and if there is any one who doubts this statement it would be well for them to talk to merchants in various parts of the country and to hear from their own lips, as I have heard, the repeated inquiry: "Why don't we get the same return for our advertising dollar that we used to get? Why is the curve going steadily downward? Is it the fault of the copy or is it because of the fact that people do not read advertisements as carefully as they used to?"

Everywhere—in New England, in the Middle West, in the Eastern States and on the Pacific Coast—the story is virtually the same. Retail advertising, as a whole, is not pulling as well, is not obtaining results comparable to those which it secured ten or even five years ago, in spite of the fact that newspapers are being more widely read than ever before and many of them are boasting of circulations which were beyond their wildest dreams of only a few years back.

Yes, something is wrong with retail advertising and that "something" can be explained in two very brief phrases:

First. Retail advertising is not being read nearly as thoroughly as it used to be;

Second. The same degree of confidence is not being placed in retail advertising as formerly.

It is not to be expected that these broad, blunt statements will apply equally to every store of every type throughout the country, because there are, of course, some retail organizations whose advertising forms the exception to the rule in that it is being read, being believed and is achieving results. But, speaking generally, there is no questioning the fact that the great majority of retail copy is being glanced at and passed by and that, even if it is carefully read, the reader has a reservation in her mind as to its truth. (I say "her" mind because statistics show that women either purchase or are responsible for the purchase of 87 per cent of all the goods sold through retail stores—even a large proportion of the sales in stores which cater strictly to the male element being dictated by feminine whims and feminine preferences.)

Possibly the greatest reason why retail advertising is not being read is because it is too stereotyped in style. So far as any difference in appeal or copy-interest is concerned it might all have come from the same office—almost from the same copy writer. A line cut of some kind—a big, splashy circus-type mention of price, a meaningless phrase or two about style and possibly a reference to a sharp reduction from the previous figure—and there you have the average retail advertisement which is expected to bring in crowds of people desirous of purchasing an article which may or may not conform to the all-too-vague specifications in the copy.

Pick up any newspaper which carries even a fair amount of retail advertising and go through it with an eye of one who is looking for clothing, furniture, shoes, underwear or any other article of the thousand and three items which are needed by the average person at virtually all times, and what do you find? Announcements that these articles are on sale, yes. But is there any real selling talk—any real description of the merchandise—anything that would make you feel an irresistible urge to go down and buy that particular article? If there is, the advertisement is exceptional, for these factors are not to be found in the general run of retail copy.

In the first place, it is seldom that any retail advertisement stands out from the page on which it appears and, therefore, it suffers sadly by comparison with the news features for which the paper is bought. We hear a



An Advertisement of Real Merit. It Stands Out From the Common Herd of Newspaper Advertisements.

lot about "advertising being news"—but not one person in a hundred buys a newspaper because of the advertisements it contains. The paper is bought because people want the details of the news which it contains or because of the comic strips, serial stories or other features which are a part of its makeup or —and here is the biggest reason of all—because it is their habit to buy such and such a paper and it is only upon rare occasions that this habit is broken. If advertising of a store appears in the columns of this particular newspaper, well and good. It may be glanced at or it may be overlooked. But, unless there is something distinctive about it, unless there is something that makes it stand out from the other copy, that makes it compete with the interest of the news and the features which surround it on every side, it will not be read.

This situation was brought strikingly to my attention when the president of a corporation which publishes a digest of retail advertising collected from all parts of the country, said: "Formerly there was so much good retail copy and so many attractive advertisements that we had difficulty in deciding which ones we ought to use. Often we had to leave out many of the announcements which we felt really deserved a place in our collection, simply because there wasn't room for them. Now, however, we have difficulty in finding store advertisements which are worth reproducing. The majority of retail copy today is so much alike - such a procession of bargain sales and cut prices and special reductions—that the names of stores could be interchanged in the various pieces of copy and no one would be any the wiser. Individuality seems to have been lost. Personality has been displaced by price and the art of writing retail copy has been allowed to slip back into the Dark Ages."



An Advertisement of Originality and Charm With a Distinctly Human Appeal. Every Woman Is Interested in the Bride.

These are strong words. But is not the criticism borne out by the facts? Look over retail advertising and see if it isn't true. There are exceptions here and there, but certainly the great majority of store copy is lacking in any of the qualities which make it worthy of reproduction in a publication dedicated to the advancement of advertising as an art.

In addition to a lack of sufficient attention to layout and illustration there is also an almost total absence of the human interest element which could be so easily supplied if even a slight degree of attention were paid to it. The great majority of those who prepare retail copy seem to feel that a bare statement of facts is all that is necessary. "List the merchandise, give the prices and let it go at that" seems to be the slogan of the craft—in spite of the conspicuous and outstanding successes of copy like that of Rogers Peet (which is too well known to need description) and the Macy series of human interest editorials which have produced more results per line of copy than any other continuous retail advertising in the country.

Human interest is an absolute essential of retail advertising. The public does not buy newspapers to find out that Mr. and Mrs. Jones have been married fifteen years and are still living happily with each other. They buy them because they are interested in the details of the marital troubles of Mr. and Mrs. Smith who, in spite of the fact that they have also been married for a decade and a half, come to a parting of the matrimonial ways. The public doesn't buy newspapers because it is interested in knowing how Amundsen is staying quietly at home, but because of its interest in his air dash to the Pole. In other words, the public wants news and news is the unusual, the exceptional, the out-of-the-ordinary—in short, the interesting. Cleopatra being bitten by an asp was a

big news story of its time, yes. But think how much more of a story it would have been if Cleopatra herself had bitten the asp. And the same principle is just as applicable to retail copy. The fact that a store has mattresses for sale is not news, because it is expected to have them. But the fact that these mattresses are unusual in construction, exceptional in their sleep-inducing qualities, remarkable for their wear and extremely attractive in their appearance is news—for the simple reason that so few stores stress these points.

Right here, retail advertising has a lot to learn from national advertising. You never see Simmons advertising their mattresses simply as mattresses. They give details about them. They tell how they are constructed. They show how and why and where they are better than other mattresses. The same type of copy is available for retail stores in many lines. But far too many of them overlook it and pass it by in favor of a flock of generalizations and dish-water phrases which mean nothing and have no sales punch whatever.



Copy and Cuts Are Well Arranged and Tell A Story Which Is Appealing and Reasonable. The Average Housewife Would Be Attracted and Stop to Read It

These are a few of the reasons why retail advertising is not being read.

But why are retail advertisements not being believed?

The principal reason for this is because stores as a whole have undermined the confidence of the public through their insistence on featuring cut prices and "sales" of various kinds. They seem to feel that there is no longer any appeal in the regular price at which an article should be sold but that sharp reductions must be made in the advertised value before the public will pay any attention to the copy whatever.

Only recently I had a striking example of this. I asked my secretary to take the two Philadelphia afternoon papers and to clip from them all the advertisements which contained the one word "sale." As it happened she did this on a Tuesday afternoon and Tuesday, as you know, is not a "sales day." It isn't even a heavy advertising day, as are Friday and Sundays. But she laid the batch of clippings on my desk, I found that there were 197 "sales" advertisements and very few duplicates! There were 197 different sales advertised to the public of one city on one afternoon in two newspapers and there were, by actual count, eighty-three different adjectives used in connection with these events. There were "shoe sales," "sales of men's and women's clothing," "sales of lingerie," furniture, socks, millinery, jewelry, radio and virtually every other line in the catalogue of retailing. In addition, there were "momentous" and "epochal" sales—sales that were "monumental" and sales that were "gigantic"—sales that were "unprecedented" and sales that were "unparalleled." Every adjective in the dictionary—every blurb that had ever been used by a circus press agent and patent medicine vender of days that are past was dragged down from the shelf, dusted off and pressed into action.

In the face of this—in the face of these 197 different sales announcements on one single afternoon—is it possible to maintain that the people of Philadelphia still believe that there is truth in all and every advertisement? Is it logical to expect that they placed complete and unswerving confidence in each and every one of these 197 announcements—that they read into the eighty-three different adjectives the meaning given them by a dictionary?

You know they did not. You know that the public as a whole is rapidly drifting back to the old days when the expression "It's only an advertisement" was accompanied by a knowing shrug of the shoulders which said only too plainly, "Why put any faith in that?"

I am speaking only of retail advertising now, not of national advertising. The public is convinced of the reliability of at least the great majority of the national advertisements which it reads. It has been educated to a realization of the fact that no manufacturer can continue to spend hundreds of thousands of dollars every year in an attempt to put over an enterprise which is itself unsound. But because of the local characteristics of retail advertising and because of the insane desire of stores to compete with each other in the matter of sales, the public is losing confidence in retail advertising and is relying more and more upon those stores which abstain from the flamboyant, red-fire type of publicity.

It is necessary for stores to hold sales occasionally. They have to do it now and then to get rid of overstocks or of articles which have outlived their style usefulness. But there is not and cannot be any justification for weekly

(*Continued on page 37*)

An Irish Romance Started in 1783

Continued in the United States in 1867 and Carried on in Corning at the Present Time

By Ernest H. Bennett

LIKE family characteristics ability in the arts of certain industries and the love of them, run in the blood.

In the pottery field we have the world famed name of Wedgwood whose business is being carried on by descendants of the original inventor, while Kennard L. Wedgwood, a scion of the great family, is head of the business in the United States.

The old time art is being improved upon by the aid of modern methods and while old time pieces are treasured as art specimens, yet the present product is even more artistic than the original pottery.



A Modern Reproduction of An Old Waterford Model

Although the pottery craft is so full of romance it is no more replete with human interest than is the glass art. More deeds of gallantry and fierce combat have been entered into over a piece of glass than any other inanimate object that we know of.

Brave Knights of the Temple who left their wives and sweethearts spent lonely nights in Holy Vigil in the Temples before being accepted as fit subjects to join the forces in Palestine. Such men as Sir Galahad, Richard Coeur de Lion and Sir Lancelot, knights with whom every high school child is familiar, go to make up a noble army who fought and bled to capture the Holy Grail from the heathen Saracen. And the Holy Grail was nothing but an exquisite example of the early glass art. Yet it was so full of importance to the Christian world that years of wars were waged to possess it.

In this sacred vessel, it was generally believed, were contained drops of the blood of Christ caught from his wounds while he hung on the Cross. It is also common belief that it was the cup or chalice used at the Last Supper. The miraculous powers that it possessed in the minds of good Christians made it a priceless relic to be secured at all hazards. Legend had it that it was a vessel carved out of a solid piece of sapphire of huge size and until Napoleon's time this idea was maintained.

During the period while it was in Napoleon's possession some careless or nervous person permitted it to fall and it was shattered into a thousand fragments. Each piece was carefully gathered up and in its mending it still retained its marvelous lustrous and iridescent glow. Atmospheric conditions will, in such a great period as from the beginning of the Christian era impart to glass an iridescence that defies reproduction at the hands of the great chemists.

Glass has always held an important place in history and during the time that citizens of the United States were hardly used to their liberty and independence and Ireland had a Parliament of its own, a romance was in the making that has continued in the United States long years after.

In the same manner that the new Republic here was trying to protect its infant industries, so Ireland was seeking to gain aid to protect itself against the import of English cut glass to the land of Erin.

In 1783 George and William Penrose of Waterford, Ireland, petitioned the Irish Parliament to grant a subsidy to help them to start a cut glass factory that would enable them to compete with English importers.

On June 24th, 1786, a flint and cut glass factory was started with an investment of ten thousand pounds (£10,000) which was a vast amount of money in those days and shows how important the glass industry was even then when it was, so to speak, in its infancy.

Although there were many other glass factories afterward both in England and Ireland, none seemed to take the public fancy as did Waterford glass and today he is indeed fortunate who has a genuine piece of Waterford cut glass in his collection.

The Penroses were pioneers in the industry and their product is one that has lived in the minds of lovers of antique art.



"Out-Waterfording Waterford" in This Adaptation of the Old Cuttings to the Present Day Demands in Glassware.

The Penrose family were closely related to the Hawkes family and so married and intermarried that Hawkes and Penrose meant almost the same thing.

Many of the clan migrated to England and either started in business for themselves or accepted employment as expert artisian or craftsmen in English glass shops in the midlands, but one of the ilk, T. G. Hawkes about the year 1867 came to the United States.

It was not long before he started the T. G. Hawkes & Co.'s cut shops in Corning, N. Y., and brought with him all the traditions, all the natural instinct which had been presented to him at birth and the expert knowledge of the practical and artistic part of the industry.

The art long practised in Waterford had been handed down from father to son, originally from an uncle and today is being carried on by Samuel Hawkes son of "Old Tom" Hawkes, as he was affectionately called by all who knew him. Townsend De Munn Hawkes a cousin and a member of a still younger generation, Penrose Hawkes, occupying an executive position in the office. It will be noticed that in the youngest Hawkes the old name of Penrose is carried on. Today T. G. Hawkes & Co. are manufacturing at Corning exact replicas of the old Waterford patterns and so making it possible for those who still wish it to possess items that even surpass in beauty the original pieces.

Owing to the chemical research and experimentations and the improved mechanical devices that come with this advanced age it might almost be said that they are out-Waterfording Waterford. Several pieces or examples of Waterford fac-similes are shown here and it will immediately be noted how refined and really elegant are all the old fashioned plates and cuttings and the diamond cuts on graceful shapes.

If the original George and William Penrose can only see how well their descendants are carrying their work in the newer country their eternal sleep will certainly be a peaceful one.

Practical Ideas for Retailers



HEREIN is suggested an aid toward overcoming one of the problems of the merchant who has an agricultural trade—that of keeping down the total of outstanding amounts. The farmer frequently requests the accommodation of credit through spring and summer until his crops are marketed. He then calls and settles his bill for purchases made in the meantime.

But occasionally the crop does not turn out as well as expected—frosts or insects injure it—floods damage it—and the farmer is pressed for money even after it is gathered. He cannot meet all obligations and someone has to wait. Usually it is the merchant who knowing the circumstances can only grin and bear it.

Now the margin of profit of the average merchant will not allow for any such extension of time without turning into a loss, but the following is a diplomatic method to secure your money and still have it earn interest for you. When the patron asks for an extension of time, sympathize with him or her and explain that your margin of profit on the sales were small—in fact just the same as you make on cash customers. This margin of profit will not allow for another extension of time because your money would be tied up without earning its interest. However you always like to help your customers out of difficulty and you are confident that they—the customer—would not desire you to lose or be inconvenienced thereby. Therefore if he or she will give you their personal note for the amount payable one year (or other specified time) from date and bearing interest, it will give you a paper that you can use at the bank as basis for loan in case you should happen to be in their situation—closely pressed for ready cash.

If this plan is diplomatically outlined it will leave the customer thinking you are a friend indeed and also bring you interest and security.

West's Trade Above 1924's

The only prospective disturbance in the business situation that may possibly affect distribution of merchandise before next Spring is the shortage in the wheat crop. At present, business is of good volume, in excess of last year in practically all lines.

The steel industry is getting more orders and is operating in excess of a year ago, with values stronger. The coal situation is mixed, owing to labor troubles and indifference on the part of consumers as regards future supplies while building materials are moving in greater volume than usual and July is expected to see the peak of operations in Chicago and the West.

Dry goods jobbers in Chicago are selling more goods for immediate and for Fall delivery than last year and retail trade is of good size, comparing well with recent years, while mail order houses continue to run ahead.

Collections have improved of late and the money market is easy, with good supply of loanable funds for all legitimate purposes. Rates are 3½ to 3¾ per cent for all loans and 4 to 5 per cent on time.

Loans by the Federal Reserve Bank of Chicago increased over those backed by Government securities and bills purchased in the open market decreased, while gold holdings and deposits increased, making the ratio of reserve 11 per cent, compared with 77.2 per cent the previous week, and 84.2 last year.

McCrory Sales Increase

For the three months ended June 30 the McCrory Stores Corporation reports gross sales of $6,569,788, against $5,928,975 in that period last year, and net profits, after expenses, taxes and other charges, of $438,818, against $408,291 last year. After preferred dividends this equals 93 cents earned on each of the 412,152 combined common and Class B shares outstanding.

Gross sales for the six months aggregated $12,078,600, against $10,730,492 last year, and net profits of $695,655, against $647,803. The net profits after preferred dividends were equal to $1.43 earned on each of the common and Class B shares.

Happenings of Fifty Years Ago In East Liverpool

WE often wonder just what will be happening fifty years from now. We must take it out in wondering when, however, we are curious as to what was going on fifty years ago, we merely turn back the pages of some old scrap book, and lo, our curiosity is satisfied. If you are interested in the "doings" of the potters in East Liverpool in the year 1875 read this record, reprinted from a clipping taken from The East Liverpool *Gazette*, of that year of which R. B. Martin was editor at the time:

"Our potters, while attending the convention at Pittsburgh, took in the Y. M. C. A. prayer meeting. We heard it whispered that one or two attended the opera to hear Henry V., that a few attended the Italian Troupe at Library hall and that others tried Gen. Tom Thumbs' Troupe. We discard all of these base rumors, however, as frauds.

"Our potters will give a dinner to visiting members of the Potters Association from Trenton, New York, Cincinnati and other places, at the City Hotel today (Friday). A good time is anticipated.

"Several of the potters have received space for the exhibition of their wares at the Centennial.

"Annual meeting of the United States Potters Association—grand banquet at the Monongahela House.

"The United States Potters Association closed its second annual convention with a grand banquet last evening at the Monongahela House. The convention met Wednesday at the rooms of the Western Glass Protection Association, in the Germania Bank building, holding its session with closed doors. The only business of a public nature transacted at the meeting was the election of officers for the ensuing year as follows: President, John Moses; secretary, H. Brewer. In the evening the members, about forty in number, representing nearly all the pottery firms in the country, visited the Titiens concert in a body.

"Yesterday morning the association held another meeting, at which nothing of public interest transpired.

"Last evening the members of the association, together with a number of invited guests, sat down to a grand banquet at the Monongahela House. After an exceptional bill of fare had been duly considered, the president, Mr. Moses, called the company to order, and made a brief speech, in which he congratulated the convention on the important work accomplished at the sessions just closed, at which much had been done that will ere long conduce to their mutual protection and prosperity. He concluded by thanking the Glass Association for the use of their rooms, and the press for its kind treatment.

"The following toasts were then announced:

"1. The Ceramic Art in the United States.

"This was responded to by the secretary, Mr. Brewer. The speaker gave a sketch of the ceramic art in this country, tracing it from its infancy, some thirty years ago, up to the present time, and gave statistics to show the marvelous growth of the business from one small establishment to its present great dimensions. The number of kilns controlled by the association at the present time was 126; value of goods sold during the year 1875, $2,993,000; capital invested, $4,089,000; paid for labor last year, $1,110,000; coal used, 43,950 tons; white lead, 300 tons. The speaker next showed the remarkable decrease in imports of manufactured goods, which in 1873 were 80,000 packages; in 1874, 66,000; in 1875, 61,000. Mr. Brewer gave some other interesting statistics, but the crowded state of our columns prevents their publication.

"2. The Glass Manufacturers—A Kindred Interest.

"Mr. John Adams, president of the Western Glass Association, responded in a very neat speech, saying, among other things, that the interests were identical—the arts were twin sisters—and the potters had the best wishes of the glass manufacturers.

"3. The Press. This elicited a happy response from Mr. Jacques, editor of the *New York Crockery and Glass Journal.*

"4. Our Brethren in England and Elsewhere—as honorable competitors we respect them, but in their efforts to evade the payment of duties they forfeit our respect. This toast was appropriately responded to by Mr. Yates.

"5. Dinner Committee. Mr. Thomas Smith, chairman of the committee in response to loud calls, rose and delivered one of the happiest of speeches, replete with sound sense and so liberally spiced with rich humor as to "set the table in a roar."

"There were also remarks by Mr. Maddock, Mr. Isaac Davis and several others, after which the company dispersed in the best of spirits.

"The proprietor of the Monongahela House was warmly thanked for the liberality and good taste displayed by him in the magnificent spread.—*Pittsburgh Commercial,* January 7th."

Price Average 160.5 Per Cent War Level

Prof. Irving Fisher of Yale University announced that last week's prices averaged 160.5 per cent of the pre-war level. The purchasing power of the dollar was 62.3 pre-war cents.

Crump's index number was 152.1.

Five weeks follow:

	Fisher.	Crump.
July 19	160.5	152.1
July 12	159.3	151.5
July 5	158.9	151.4
June 28	159.5	149.6
June 21	158.0	149.8

Save the Shaker

AT the Hotel Supply Men's Exhibition last year there was a very strange exhibit, which demonstrated that conditions exist under our very noses of which we are entirely ignorant. Nor are they altogether without their serious side, but open up a new field of endeavor that has been allowed to lie fallow.

A few days prior to the exhibition W. H. Wright of Collins & Wright, Pittsburgh, Pa., visited a number of restaurants and hotels offering to replace all their salt shaker tops with new ones, provided they would permit him to retain the old ones.

Within the course of a morning he managed to collect about two pecks of old, battered, dented and shabby looking shaker tops and without exception they were all lined with verdigris inside.

These he used in his exhibit at the Grand Central Hotel to demonstrate how ptomaine poisoning lurked in these shaker tops without the knowledge of the proprietor of the establishment from whence they came.

A guest who had a grudge against a person could invite him to dinner and then take the shaker top, deftly scrape some of the green poison loose and when his enemy applied salt to his soup, he would administer to himself a more or less dangerous illness and not be able to trace its origin.

This exaggerated example of what an unprincipled person could do is only used to show that even criminal acts could be accomplished and no responsibility placed, unless upon the restaurateur.

A fall or jar might loosen some of the verdigris and the same results be accomplished through such an accident.

Primarily we wish to show that of the millions of salt shakers used in this country the percentage of verdigris proof ones is quite limited and that householders, restaurateurs and hotel stewards should look carefully to it that the insides of their salt shakers are clean. Replacement should be made about every six months.

If the sales force of the china and glass departments would inquire of their customers when they come in whether they need new salt shaker tops, or whether their present ones are not corroded they would be surprised to find out how many would say "Why, yes, but the glass is perfect or the container is as good as new, what can I do about it? I don't want to throw that away." Or ask one of your hotel or restaurant customers the same question, he'll tell you "Yes, they look shabby and may be dented and perhaps may have a little green stuff in, but I can't afford to throw away the good containers, so I'm putting off buying new ones."

Now, neither the housewife nor the hotel man, nor the restaurateur need throw away this glass or china part of his salt shaker, they can purchase new tops to match and fit the bottles.

Every storekeeper who does not look into this question, both from the sales opportunity and the convenience of their customers who don't know that tops can be bought separately, is neglecting a very good line of merchandise. One firm, that might be quoted, has realized this and is ordering each month over one hundred and fifty dollars worth of shaker tops, and as the profit is quite considerable, has made almost enough to pay the monthly wage of one of his clerks.

Further in this day of economy any action that is an economic waste is abhorent. It is a decided waste to throw away a perfectly good receptacle, because the lid is useless. Get a new top and your shaker is absolutely as good as new.

If some enterprising young salesman attached to a department store or hotel supply house were to take a grip with an assortment of tops and go around to the stewards or proprietors and ask them about their shaker problem, if he (the salesman) were intelligent he would surprise himself at the tremendous success he would have. He would probably receive thanks from his new customers for calling their attention to the matter.

From an aesthetic standpoint what looks worse, among clean linen and polished glass and shining china than shabby salt and pepper tops? They are usually so because the owners don't realize that new tops can be bought separately.

Here is an opportunity rapping at some one's door, we wonder who will have enough vision to grasp the hand of the visitor and bid him welcome.

In Line



A MERCHANT noticed that in the opening parade of a circus the elephants carried painted signs, advertising different articles, draped on their backs. From this he gained the idea which he used in his own advertising some time later.

He wanted to put on a special clearance sale and needed a different way to bring it before his trade, which was that of a county seat in an agricultural territory. The busy day in his store and city was on Saturday so the next Saturday he rented four horses. He had painted on muslin four sets of signs—two to a set—reading

"Visit De Barry's Store Today—Exceptional Sale."

He tied the signs together at the top so they hung over each horse's back, reading exactly alike from either side of the street. He then hired four lads to lead the horses in single file but all together around the streets of his city. It brought the people for the very novelty of his message awakened curiosity and interest. Perhaps the same idea can be applied to your business.

Wider Use of Trade Statistics Urged

Development and proper use of business statistics by trade associations along the lines laid down by the recent decisions of the United States Supreme Court

is strongly urged by the department of manufacture of the Chamber of Commerce in a bulletin just made public, which says:

"The Supreme Court on June 1 handed down its opinion in two cases brought by the Department of Justice against trade associations, holding that the statistical activities of these associations were lawful. Thus these opinions serve to indicate for all trade associations that there is no violation of the Federal anti-trust laws if they gather and distribute the essential business facts which the Supreme Court ascribed.

"With the clearer understanding of this liberty under the law (which remains unchanged), there is no bar to the development and proper use of business statistics. This clearing of atmosphere should mark the passing of guessing as to the facts concerning our commodity production and distribution, provided there is a willingness, at the source, to supply the information. It is in the hands of each member of an industry to make possible complete and accurate figures for his line by his own contribution."

"It should be borne in mind," the bulletin goes on to say, "that the favorable rulings of the court in the so-called "cement and maple flooring cases" were based on the facts adduced in each case, just as their previous ruling in the hardwood and linseed oil cases were predicated on facts obtaining in these cases—the law remaining unchanged.

"With these rulings as a basis, trade associations will undoubtedly appreciate the opportunity of rendering to their constituency invaluable service by providing means for the gathering and reporting of statistics dealing with such important trade information as producing capacity, orders, shipments, stocks and markets as shown by prices on closed transactions.

"In the renewing of statistical activities it is timely to suggest simplification of methods and forms in order that the information which is found be obtained and presented as quickly and accurately as possible at the minimum of expense. Such uniformity will enable the transmission of information gathered in the form of charts or graphs when desired much less cumbersome than presenting great masses of figures.

"If uniformity of method is observed, it would greatly simplify the matter of not only charting a given line but also including such other lines as may be of collateral interest or important in comparing the trends of the industry. One of the important essentials of statistics is that they shall be fresh as well as dependable. A very encouraging number of trade associations are at present engaged actively in gathering and distributing such information and many others are familiar with the methods of doing so properly."

The department of manufacture announced that it will co-operate with trade associations interested and will endeavor to bring about the contribution and interchange of information and experience which will prove of interest and value in this work.

Buyers in New York

JULY 16TH, 1925

E. B. West, housefurnishing goods, Dallas, Tex., Latham.

H. A. Maxson, housefurnishing goods, toys, Kerr D. G. Co., Oklahoma City, Okla., 337 7th Ave. (J. M. Biggins, Inc.).

R. M. Slick, housefurnishings, Kerr D. G. Co., Oklahoma City, Okla., 333 7th Ave. (J. M. Biggins, Inc.).

H. H. Wilson, toys, Fargo-Wilson-Wells Co., Pocatello, Idaho, Pennsylvania.

A. S. Marlowe, housefurnishings, L. Hart & Sons, San Jose, Cal., 370 7th Ave. (H. C. Lyon), Imperial.

V. V. Vandever, toys, Vandever Dry Goods Co., Tulsa, Okla., 333 7th Ave. (J. M. Biggins, Inc.).

JULY 20TH, 1925

L. Neubrik, toys, china, Crowley, Milner & Co., Detroit, Mich., 100 W. 32nd St.

L. M. Meyer, silverware, china lamps, housefurnishings, Foley Bros., Houston, Texas, Pennsylvania.

R. W. Carthy, silverware, china, lamps, Pelletier Co., Topeka, Kan., 120 W. 32nd St. (A. Fanti).

D. L. McCarty, housefurnishings, toys, Lansburgh & Bro., Washington, D. C., 128 W. 31st St. (American Retailers Assn.).

JULY 21ST, 1925

J. G. Harris, silverware, W. F. Gable & Co., Altoona, Pa., 159 Madison Ave. (Syndicate Trading Co.).

W. Collins, glassware, lamps, A. Harris & Co., Dallas, Tex., 105 Madison Ave. (Mdse. Reporting Co.).

J. K. Hull, china, hardware, Tiche-Goettinger Co., Dallas, Tex., 128 W. 31st St. (Kirby, Block & Fischer).

G. N. Schiferle, toys, S. M. Bingham, San Diego, Cal., Pennsylvania.

Miss Neubrik, toys, china, Milner, Crowley & Co., Detroit, Mich., 100 W. 32d St.

R. F. Beckett, housefurnishings, toys, Anderson-Newcomb Co., Huntington, W. Va., 455 7th Ave. (C. A. Cook), Pennsylvania.

H. L. Hamilton, toys, Jones Store Co., Kansas City, Mo., 23 E. 26th St. (W. T. Knott).

J. Harth, china, glassware, toys, housefurnishings, Pelletier Co., Sioux City, 120 W. 32nd St. (A. Fanti).

R. W. McCarthy, housefurnishings, china, Pelletier Stores Co., Topeka, Kan., 120 W. 32nd St. (A. Fanti).

Optimism Justified

The country is enjoying prosperity at present, according to a statement issued this week on general business conditions by Charles E. Mitchell, President of the National City Bank. In addition, Mr. Mitchell said, there is every promise for better business than this country has had since 1920. Mr. Mitchell's statement follows:

"All of the reassuring conditions which contributed to the revival of business at the beginning of this year are still present and the confidence then generally expressed is being justified. Since that time there has been enough pessimistic talk to hold optimism in check and to discourage all enterprise which could be discouraged; but in spite of it, the volume of business has been greater than in the first six months of any other year, and if the crops come through as they now promise, a new impetus will be given to all business.

"In that great section of the country where corn, livestock and dairy products are the mainstay of agriculture, the outlook is exceedingly good. The cotton crop is still in the critical stage, but promises a yield equal to this year's consumption. The winter wheat crop is short, but of a quality demanding the best prices. The Spring wheat crop is not yet safe, but looks to be a fair one. All agricultural products are bringing remunerative prices and there would seem to be just reason for the belief that agricultural sections will find themselves in an easier financial situation this Fall than for several years past and will

(Continued on page 65)



National Leaders Gather Here

In New York, the really big leaders in houseware maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

"More than an office building"

Aluminum Goods

	Room No.
Aluminum Goods Mfg. Co	656
Aluminum Specialty Company	1051
Buckeye Aluminum Company	Ground Floor
Enterprise Aluminum Company	1051
Everts & Zuver	1051
Landers, Frary & Clark	652

Art and Gift Novelties

Alpha-Omega Ribbon Craft	256
Barse & Hopkins	418
Bradley & Hubbard Mfg. Co., The	255
Buzza Company, The	960
Gibson Art Company	1144
Greene Company, Stephen	355
Handel Company, The	212
Hanenson & Springer	657
Horn Bro. & Co., W. C	1003
Hy-Sil Mfg. Co	914
Jennings Silver Company, Inc	511
Mackie-Lovejoy Mfg. Co	556
McGraw Box Co	256
McIlvaine & Co., Wm. G	615
Pickering & Co., J. W	1113
Piroxloid Products Corporation	657
Rust Craft Publishers, Inc	1415
Schlesinger & Co., Inc., Leo	660
Schmidt, Wm. H	256
Sterling Silver Manufacturing Co	1019
Tofer Company	256
Ward Manufacturing Co., Samuel	355
Weidlich Brothers Manufacturing Co	217
Wilcox Novelty Co., The	314

China and Earthenware

Cooke, Guy (Mfrs. Rep.)	214
Crooksville China Company, The	214
Donovan, G. M	1112
Fraunfelter China Co	1175
Gaertner, Rudolf	1167
Gray Company, Horace C	310
Hull Pottery Company, A. E	214
Iroquois China Company	317
Jackson Vitrified China Co	319
Lowry Pottery Co., F. S	319
Mayer China Company	614
Nagoya Seitosho, Ltd	512
National Art Pottery Co	319
National China Company	317
National Pottery Company	310
Paden City Pottery Company	310
Salem China Company	Ground Floor
Sherwood Brothers Company	614
Skelton, Frederick	614
Smith Ceramic Studio, Inc	1112
Steubenville Pottery Company	615
Taylor, C. H	208
Vail and Young	319
Weller, S. A	208
Zanesville Stoneware Company	615

Cutlery

Hart Mfg. Company, H. C	1051
Henkel Company, Inc., The	833
Landers, Frary & Clark	652
Loeb, Ben S	Ground Floor
Robeson-Rochester Corp	1221

Nickel and Copperware

Electric Tableware

Jennings Silver Company, Inc	511
Landers, Frary & Clark	652
Manning, Bowman & Company	220
Robeson-Rochester Corp	1221
Rogers Electric Laboratories,	Ground Floor
Schlesinger & Co., Inc., Leo	660
Swartzbaugh Mfg. Co	209
Vita Electric Company	351

Stationery, Writing Paper, Etc.

Blank & Blum	521
Elam Papeterie Co	1007
Faber Company, Eberhard	350
Hopper Paper Company	1129
Horn Bro. & Co., W. C	1003
Kalamazoo Stationery Co	1129
Kalamazoo Vegetable Parchment Co	909
Kilgore Mfg. Co	1007
Montag Bros., Inc	309
Murphy Co., John A	664
Niagara Envelope Manufactory	1007
Schlesinger & Co., Inc., Leo	660
Smith Tablet Co., Inc	1007
Ward, Inc., Marcus	937
Ward Manufacturing Co., Samuel	355
Whiting & Cook, Inc	961
Wiley, J. Warren	1007

Toilet Articles

Bathroom Fixtures

Burrowes Co., E. T	207
Carlova, Inc	459
Home Accessories Company,	Ground Floor
Jennings Silver Company, Inc	511
Lander Company, Inc	459
Landers, Frary & Clark	652
Lundborg, Inc	459
Mackie-Lovejoy Manufacturing Co	556
Piroxloid Products Corporation	657
Schlesinger & Co., Inc., Leo	660
Schmidt, Wm. H	256
Williams Company, The J. B	1150

Enamelware

American Specialty Stamping Co	1051
American Stamping & Enameling Co	1051
Bellaire Enamel Company	234
Clyde Enamelware Co	415
Coonley Mfg. Co	415
Federal Enameling & Stamping Co	505
Kass & Christman	505
Lisk Mfg. Co	209
Reed Mfg. Co	209

Illuminating Glassware

Gill Glass Company	513
Gleason-Tiebout Glass Company	1419

Glassware

Beaver Valley Glass Company	614
Belmont Tumbler Co., The	319
Donovan, G. H	1112
Brisbois, Inc., Victor	208
Co-operative Flint Glass Co	310
Coshocton Glass Corp., The	319
Diamond Glassware Company	614
Duncan & Miller Glass Co., The	232
Economy Glass Co	317
Enterprise Glass Co	319
Fenton Art Glass Co	310
Fischer Cut Glass Co	319
Fry Glass Co., H. C. (Oven Glass)	614
Heisey & Company, A. H	358
Huntington Tumbler Company	310
Indiana Glass Company	310
Jefferson Glass Company	614
Jenkins Glass Co., D. C	206
Jennings Silver Company, Inc	511
Libbey Glass Manufacturing Co	258
Liberty Works	1000
Lotus Glass Co., Inc	210
Marion Glass Mfg. Co	310
Marsden Glass Works, Inc., J. E	1000
McKee Glass Company	206
McIlvaine & Company, Wm. G	615
Monongahela Valley Cut Glass Co	614
Mound City Glass Company	206
Murphy, George W	317
National Pottery Co	310
New Cumberland Glass Co	319
New Martinsville Glass Mfg. Co	614
Paden City Glass Mfg. Co	317
Phillips Glass Company	310
Sherwood Bros. Co	614
Star Glass Co	310
Sterling Glass Company	310
Stewart Glass Co., The	319
Swindell Brothers	1260
Taylor, C. H	208
Tibby-Brawner Glass Company	1260
Utility Glass Works	614
Vail and Young	319
West End Pottery Co	310
Westmoreland Glass Company	310

Jewelry and Silverware

Cahoone Company, George H	554
Carr & Co., Inc., M. W	508
Ditisheim Corporation, Paul	959
Etched Products Corp	609
Goldstein, William L	234
Hemill Silverware Co	609
Jennings Silver Company, Inc	511
Knickerbocker Silver Company	919
Knickerbocker Smith Productions	919
Kormberg, Inc., M	609
Landers, Frary & Clark	652
Manning, Bowman & Co	220
Mulholland Bros., Inc	609
Peerless Silver Co	609
Rechardt Co., O	609
Robeson-Rochester Corp	1221
Schlesinger & Co., Inc., Leo	660
Smith Brothers Silver Co	919
Sterling Silver Mfg. Co	1019
Weidlich Brothers Mfg. Co., The	217
Weidlich Sterling Spoon Co	217
Zenith Watch Co., Inc	959

Lamps and Novelties

Bradley & Hubbard Mfg. Co., The	255
Handel Company, The	212
Harcourt Co., Lyall	416
Weidlich Brothers Mfg. Co., The	217

Metal and Wire Goods

Carr & Company, Inc., M. W	508
Chase Metal Works	1146
Consolidated Safety Pin Co	823
Enterprise Tinware Co	Ground Floor
Home Comfort Co	Ground Floor
Jennings Silver Company, Inc	511
Mackie Lovejoy Manufacturing Co	556
Mergott Company, J. E	1174
Piroxloid Products Corporation	657
Schlesinger & Co., Inc., Leo	660
Seitz, Oscar R	401
Swartzbaugh Mfg. Co	209
Toledo Cooker Co	209
Waterbury Manufacturing Company	1148

Miscellaneous

A. & J. Mfg. Co. (Kitchen Tools)	1051
Bersted Mfg. Co. (Elec. Irons)	Ground Floor
Bradley & Hubbard Mfg. Co., The, (Andirons & Fire Sets)	255
Buffalo Scale Co	965
Central Flatiron Manufacturing Co	1051
Chicago Metallic Mfg. Co. (Tin Muffin Pans)	1051
Colebrookdale Iron Co. (Food Choppers, Flat Irons)	Ground Floor
Commercial Decalcomania Co., Inc. (China Decorating)	1167
Faultless Caster Co. (Furniture Casters)	332
Faultless Rubber Co. (Rub. Sundries)	509
Friedel, Louis J. (Housefurnishing Specialties, Vacuum Bottles, Electric Novelties)	351
Griffin Cho-Kr. Co. (Ash Trays, Smoking Stands)	930
Henkel Co., The (Leather Goods)	833
Home Comfort Co. (Metal Bread and Cake Cabinets)	615
Ironton Stove Mfg. Co. (Gas Heaters)	1051
Jeannette Toy & Novelty Co. (Eskimo Ice Cream Freezers)	Ground Floor
Kalamazoo Vegetable Parchment Co. (Household waxed Paper, Shelf paper, Parchment)	909
Landers, Frary & Clark ("Universal" Vacuum Bottles, electric washing machines, vacuum cleaners and ranges)	652
Mergott Company, J. E. (Metal Advertising Specialties)	1174
National Electric Appliance Co. (Electric Curling Irons, Marcel Irons, etc.)	351
Natural Sponge Co. (Imported & Domestic Sponges and Chamois)	1118
Ohio Mop Co	615
O'Mara Specialty Co. (Metal Casserole & Pie Plate Frames)	615
Peerless Folding Ladder Co. (Step-ladders & Stools)	Ground Floor
Pelouze Mfg. Co. (Scales)	Ground Floor
Peterman, Inc., William (Manufacturers of Insecticides)	808
Russell Playing Card Company	536
Schlesinger & Co., Inc., Leo (Leather Goods)	660
Stanley Insulating Co. (All Steel Vacuum Products)	307
Sterling Range & Furnace Corp. (Ranges)	1112
Vacuum Specialty Co. ("Hotacold" vacuum bottles, pitchers, jugs, sets, etc.)	220
Ward Mfg. Co., Samuel (Leather Specialties)	355

Oil Forerunner of Kinney & Levan

Oil Led Geo. W. Kinney Into Lamp Trade. China, Glassware and Housefurnishings Followed

A COLLEGE boy was disgusted at what the itinerant junk man paid him for empty oil barrels in Oberlin, O., so he gathered up all the barrels in town and went into the business himself.

Buying the barrels from the grocers, he decided to sell them oil at the same time. Oil led to oil lamps (this was before gas or electricity) and lamps to crockery, china, glass and house furnishings.



George W. Kinney, president Kinney & Levan Co.

That was fifty years ago, but the college boy was George W. Kinney and the business today is known as the Kinney & Levan Co., Cleveland, O., which recently celebrated the fiftieth anniversary of the opening of Kinney's lamp chandlery.

From the start Mr. Kinney operated a wholesale business, now one of the largest of its kind in the country. The retail department came later, and between the two the company has the reputation of being one of the largest importers of merchandise in Cleveland, as well as dealing very extensively in domestic goods.

All the lines that Mr. Kinney took up in his youth are still carried by the firm, except the oil barrels and the kerosene. Even today it sells an occasional order of oil lamps to the country trade. In 1913 it moved into the building at 1375 Euclid Ave. and now has forty traveling salesmen and 275 other employees.

Mr. Kinney's father was treasurer of Oberlin College twenty-five years and Kinney in his sophomore year became steward of one of the dormitories. His liquidation of the dormitory's oil barrels followed.

That interested him in the trade on his own account, he decided he didn't care for more academic work and he arranged with W. H. Doan, of Cleveland, to sell barrels and buy oil for distribution to the grocers of Oberlin, Elyria, Norwalk and neighboring towns. Doan was one of John D. Rockefeller's early associates in the oil business.

Mr. Kinney opened his first store in 1874 in partnership with W. N. Smith, selling lamps, lamp chimneys, wicks and oil, but the partnership only lasted a year. In the summer of 1875—Mr. Kinney is not sure of the date—he opened his own store in the Waring block on the northeast corner of St. Clair Ave., N. W. and old Bank St., now W. 6th St.

"The name of the store," Mr. Kinney said recently, "was George W. Kinney & Co. I thought my name needed a 'company' to give it dignity, but the only company I had was the dignity."

The store sold all kinds of kerosene lamps—iron hanging lamps, glass lamps with wrought iron stands and bracket lamps.

One of the most popular lines was the old "No. 466 pendant," a fixture in which the lamp was hung on a chain and balanced by a ball, something anybody over forty years of age can remember, or over thirty if he lived in the country.



Stairway leading to Oriental Studio of the Kinney & Levan Co.

By 1883 Mr. Kinney was feeling the need of widening his line to have something to sell in summer when the lamp trade was poor. So he went into partnership with A. B. Levan, one of the partners in Bowman Bros. & Levan. The store became Kinney & Levan, took on crockery and dinnerware and soon afterward moved to the old Morgan & Root building, on W. 6th St. There for a number of years it

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The Trouble With Retail Advertising

(Continued from page 28)

and almost daily sales. It may build volume for the moment—just as a shot in the arm will increase one's energy for the time being—but the inevitable reaction is the same from each species of artificial stimulant.

Another reason for the lack of belief in retail advertising is the insistence of retail advertisers upon a display of price and an emphasis upon this rather than upon quality and service. The mail order and automobile type of copy form excellent examples of success which can be achieved through the use of other selling points. Run through a mail-order catalogue and see how the goods are advertised. True, the prices are often displayed in large type so as to catch the eye of the hurried reader who is interested primarily in knowing what the goods cost. But in addition to this there is invariably a brief, carefully worded description of the article itself—a description which is packed with meaty adjectives and which serves as a foundation for the price superstructure. Automobile advertising is along the same line. The price is mentioned, but before one gets to this there are a few lines of real selling copy which serve to whet the appetite for the car itself—copy which tells in detail some of the outstanding features about the machine and why it is desirable to own one.

This, then, is what is wrong with retail advertising—that it is not being read and that, even when read, it is not being believed.

The obvious remedy is to secure interest and to build up confidence.

The first of these objectives is possible through a brightening up of the illustrations, the use of a new technique, the livening up of the copy, the use of news (either inside the store or outside) as a lead and the presentation of more details about the goods. The public, we are sometimes told, is not interested in details.

It wants headlines only, and the majority of retail advertisers attempt to supply these and let the story go by the boards. But that it pays to insert even a comparatively long description of the merchandise has been proved so often that there can be no question of the efficacy of this method. Merely as one example, I know of two men's furnishings stores situated within a block of each other which recently advertised men's shirts. The quality was about the same. The prices were almost identical. The first store contented itself with a headline statement as to the number of shirts it had bought and the prices at which they were to be sold. The second store used as an illustration a well-drawn picture showing one of the shirts in detail, with lines radiating out from it so as to illustrate ten features of excellence about the cut of the garment, the neckband, the cuffs, the buttons, etc. This store sold three shirts to every one disposed of by the "headline advertisement," in spite of the fact that it used by actual count, a space 150 lines less than that which its competitor purchased for the same sales event.

The point I want to make here is that people will read descriptions, provided they are at all interested in the merchandise. I am not saying that you could sell a $3 shirt for $5 merely by giving a detailed account of the different points of excellence connected with the garment. But I know that you could sell far more $3 shirts at $3 by describing them than you could sell at $2.49, or even $1.98, through a blind reliance on the supposedly efficacy of comparative prices.

In order to secure confidence it is necessary that retail advertisements should be frank and that they should understate rather than exaggerate. In addition a considerable amount of direct mail work is advisable if only for the reason that so few stores go in for this on the proper basis.

But possibly the most useful adjunct of all in restoring lost confidence is a carefully planned and well carried out campaign of institutional advertising—copy designed to sell the store rather than the goods and to build prestige for the future rather than volume for the present. Careful examination of the sales records of a large number of department stores shows that the sales of advertised goods do not amount to more than 15 per cent of the total sales volume of the store, and in many cases this figure is considerably lower. If 85 per cent of the sales are made on goods which are not advertised, it follows that these result from the visits of people who are in the habit of coming to the store or who came there because they were attracted by the other advertising. Institutional copy—prestige advertising—can be depended upon to increase the regular attendance and is extremely valuable in building trade, good will and confidence for the future.

Merchants now have a medium for this type of institutional copy which they did not previously possess—the rotogravure sections of newspapers in which merchandise can be shown without the loss of the slightest particle of its sales appeal. Rotogravure advertising is not, as a rule, the best medium for "sales copy," but the experience of stores in all parts of the country has shown that it is unexcelled from the standpoint of prestige and confidence building. Not long ago Retail Ledger wrote to fifty stores which have used rotogravure space for some time asking their opinion of the value of this medium. Thirty-eight replies were received. Of these, fourteen were either non-committal—owing to lack of sufficient data—or requests were made that the store should not be quoted. Of the remaining twenty-four, all but three were enthusiastically in favor of rotogravure space and the only one of them characterized it as unprofitable. The general opinion was that summarized by L. T. Pease, of Ovington's, in New York, who said: "I believe that merchants would find rotogravure sections of great value to them if they would only operate in them just as they do in the daily papers—using them every Sunday, not spasmodically."

More and more stores are finding out that rotogravure advertising, properly employed, pays handsome returns and that it is in exceptional medium for building confidence and promoting good will.

Today there is something wrong with retail advertising, but I firmly believe that the moment stores generally analyze the situation and apply the necessary remedies they will find that their copy pays them as handsome dividends as any returned by advertisers in the national field.

BASSETT'S

Exquisite Fleur-de-lis Ivory Ware
Something New and Original



"The Patricia"
In Open Stock

WELL Seasoned Open Stock Ivory Patterns that are repeating steadily, now available for prompt shipment.

It's thin and light in weight yet well adapted to daily use thus affording an exceptionally fine retail proposition at very moderate cost.

Pottery that HAS a Vogue Pottery that IS different. Last, but best of all Pottery that HELPS YOUR SALES.

Geo. F. Bassett & Co., Inc.

Importers of
Fine China and Earthenware

72 Park Place New York City

"The Dinnerware House of America"



Bulbs and Bowls Bring Twin Profits

Widespread Demand for Flowering Bulbs, Creates Big and Profitable Market for Retailers, Who Feature Pottery and Glass Containers for Bulb Growing

By Beatrice Miller Wisner

THE gentle art of giving reaches the highest point of idealism when the token bestowed springs from mother earth, a part of nature in its delicate fashioning and sweet perfume. Flowering plants at Christmas seem one of the most fitting and appropriate of the season's gifts and this is why bulbs in bowls have become so popular with the great mass of people who believe in the significance of Christmas Day and are seeking tributes typifying innocence and new birth.

A tiny bulb wrapped in its brown coat, growing in water, peat or nestled down in a warm bed of pebbles, so homely in its early state, would scarcely seem a befitting offering at the Holiday season. But the very fact, that day by day these little products of earth become more and more a living plant, makes the growing bulb a thing of intense interest until it reaches its fully developed state —a glorious fragrant blossom.



The glowing beauty of growing plants makes the loveliest of gifts. *Courtesy, F Rynveld & Sons.*

Giving bulbs with bowls has created a permanent demand for this style of unique offering at many seasons of the year. Bulbs may be grown indoors quite early in the spring, or during the fall and winter months, hence gift shops and specialty shops depend largely upon bulbs at these seasons to more readily sell at a profit the decorative bowl.

Glassware and pottery departments are featuring bulbs as a special inducement during the Holiday season, and at Easter. The variety of bulbs and their profit to the dealer has opened many fields for the distributon of these indoor growing plants; jewelry, hardware and even furniture stores are showing bulbs in bowls as window display attractions. There is something wonderfully magnetic about growing plants in a window and especially at Holiday season, when the tendency is for some delicate remembrance which suggests nature in its fullest budding development.



Hanging baskets are charming for growing plants
Courtesy of Mogi, Momonoi & Co., Inc.

A word for the bowl, there is such a variety of decorative bowls that there can be no prescribed style in selection as to color or shape. The large opened-top bowls, are perhaps the best suited for bulb growing, as this type of bowl affords ample room for pebbles, peat or water. Plain white pressed or figured glass bowls have their rightful place as receptacles for blossoms or plants.



A bowl of charm for bulbs or cut flowers
Courtesy of Mogi, Momonoi & Co., Inc.

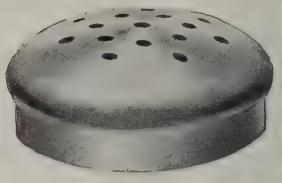
"The Top That Sells the Bottom — *since 1838*"


33


82


84


16


35

Made of cast metal especially adapted for shakers. Does not easily dent. Silver (lacquered) and Nickel plated. Can fit any size bottle from our great variety of 250. Hotel and Restaurant shaker tops need replacing frequently. See your local Hotel and Restaurant owners, show them the inside of their shaker top, then get their order for new tops.


41

Collins & Wright, Inc.

Est. 1838

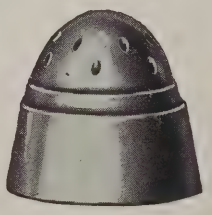
5509 Butler St. **Pittsburgh, Pa.**


2385


18


60 Boston


26 Sugar


57


27



John L. Pasmantier & Sons

"It is Quality that gives the true measure"

Sole Metropolitan Representative

CROOKSVILLE CHINA CO U. S. A.

Crooksville China Co.

"Satisfied customers keep us busy"

Presenting in addition to the Quality Dinnerware and Pottery Specialties of

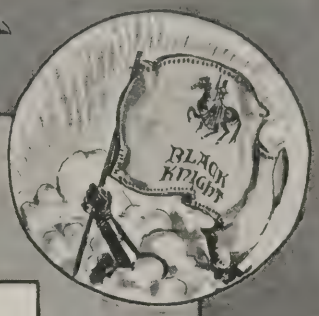
John L. Pasmantier & Sons

the complete line of

THE CROOKSVILLE CHINA CO.

is now on permanent exhibition in an exclusive setting at

Five West Twentieth Street
NEW YORK



SERVICE PLATES

We single out "Black Knight" service plates for your attention because our lines of them are amazingly diverse, arrestingly beautiful, and of sound value.

Virtues, by the way, which are shared in by our other lines of

Fine china dinnerware
Fanchetti Venetian glass
Italian pottery
Fanchetti glass
Table stemware
Rock crystal, etc.

All of which are stocked at New York for immediate delivery with service that's a joy to know.

Ask our salesman when he's in your district—or call on us at the address below.

GRAHAM & ZENGER, Inc.
104 Fifth Avenue, New York City



Oil Forerunner of Kenney & Levan

(*Continued from page 36*)

had The Plain Dealer Publishing Co. as neighbor and when *The Plain Dealer* moved to its present location Kinney & Levan occupied the rest of the building.

Mr. Levan handled the foreign buying, made about thirty-six trips to Europe and was vice-president following the incorporation of the business in 1912. He died in 1913.

Additional merchandise now handled by the firm includes silverware and electrical fixtures, in fact, fixtures are manufactured by them in their present establishment

Mr. Kinney is president and treasurer and A. L. Osborne, vice-president and wholesale manager. Guy C. Robinson succeeded Mr. Levan as foreign buyer and is manager of the china and crockery departments. C. H. Lang is buyer and manager of the lamp and electrical departments, H. E. Burr, manager of the wholesale and retail house furnishing and silverware departments, succeeding C. P. Eichler, who retired in January after serving since 1892. C. H. Kellstadt is manager of the retail department.

Two of the oldest men with the company are W. H. Ridge, who started in 1876, and Watson W. Lang, one of the road salesmen, who began in 1880.

Woolworth Anticipates a Record Year

Sales of the F. W. Woolworth Company for the year 1925 will be about $240,000,000, according to Hubert T. Parson, president. This would be about a 12 per cent increase over 1924, when sales amounted to $215,493,575, the largest in the history of the Woolworth organization. Mr. Parson believes that earnings will show the same percentage of increase.

"Up to the first of May our sales and earnings were running in the same ratio," he states, "and showed a 10 per cent increase over last year. June, thus far, has shown a 15 per cent increase over last year and we expect this to continue through the month. We have just opened up our 1,400th store, so that we are in a better position than ever before from a distribution standpoint.

"The general business outlook is exceedingly good and particularly good with us. The reports we have had regarding our business from all sections of the country have been excellent and they have all shown the same percentage of increase."

Phillips, Thistle & Smith, Inc.

1107 Broadway at 24th St., New York

Representing
Seneca Glass Co.



Spiral Optic
Made in Crystal, Amberina, Emerald and Combination of Colors

Representing
The Smith-Phillips China Co.



Princess Louise
Shown on the New Princess Shape

Anticipating

the demand for new creations, our Mr. CHARLES VOGT is now at our EUROPEAN FACTORIES supervising the execution of NEW SHAPES and STYLES OF DINNERWARE, FANCY WARES and RICH GOODS designed to keep our productions among the FOREMOST of the IMPORTED LINES.

Some of these creations are expected for EARLY FALL showing.

YOUR INSPECTION is cordially invited

VOGT & DOSE
14 West 23rd Street, New York

T & V
French China

Regalware
English Earthenware

CAUGHT IN THE NEWS NET

THE resignation of A. Fishgall buyer for Abraham & Straus, Brooklyn, handed to the firm recently will take effect Saturday, August 1. Mr. Fishgall stated to a representative of the CROCKERY AND GLASS JOURNAL that he had a number of plans for the future under consideration but had not yet reached a definite conclusion as to just what he would decide upon.

An improvement in the appearance of the Vogt & Dose salesroom, 14 West 23rd St., New York, is given by the addition of new display tops. A clever idea is introduced in a section shelf top that shows the china off to excellent advantage. The top is divided into compartments each one showing a skeleton set of a pattern. Each compartment also has shelves on which to show additional pieces. The tops are made of walnut the same as the bottoms of the tables in fact they have the appearance of being all one piece.

Percy N. Leyland, head of Percy N. Leyland, Inc., New York, is back at his desk once more. He arrived in New York Sunday, July 19, on the *Carmania* after spending some time visiting the English potteries which he represents in this country. Mrs. Leyland and his son, Percy, Jr., accompanied him on the trip. On their return trip the Leylands were accompanied by Mrs. Hammersley, wife of Thomas Hammersley, who is managing director of George Jones & Sons, Ltd.

"Jack" W. French with John Davison, Inc., who has been in Europe for the past three months visiting the various factories represented by the Davison concern in this country returned home on Monday aboard the *Baltic*. As the result of his visit there will be a collection of fine new samples on view at the Davison showrooms by the middle of August.

Another to join the ranks of the Benedicts is Bernard Twitchell, buyer of China and glassware for The William Hengerer Co., Buffalo, N. Y., who on July 18th was married to Miss Carmelito Reardon. The wedding took place at Pawtucket, R. I.

F. W. Dalyrimple, with Cox & Co., returned Monday from a two weeks' vacation spent at the Naval Reserve Experiment Station at Anacosta, D. C.

L. J. Gaspar, in charge of the china, glassware departments of John Wanamaker, New York and Philadelphia, returns Monday, July 27th, from his vacation spent with his family at Budd Lake, N. J.

William G. Mueller, head of William G. Mueller, Inc., New York importer, who returned recently from Europe, leaves the end of this week for Chicago and the West.

Joe Okowitz, with Cox & Co., New York, left Monday to spend his vacation at Honesdale, Pa. Mrs. Okowitz accompanied him.

Miss Grace L. Webster, office manager for S. H. Slobodkin, leaves on Wednesday, July 29, for her vacation. She sails on the Carrillo on a sixteen-day trip to Jamaica, B. W. I.

E. Fisk, credit manager for Lazarus & Rosenfeld, New York, returned to his desk Monday after a vacation of two weeks.

A. B. Cohen, buyer for china and glassware for Stockton Dry Goods Co., Stockton, Calif., is visiting the New York market, having arrived on Monday the 13th.

E. P. Daly, with Lazarus & Rosenfeld, arrives in Chicago on Thursday (today) to attend the gift show. He will remain until the latter part of August. Next week Martin Zolle, who also travels for the concern, joins him.

Edmondson Warrin, head of Edmondson Warrin, Inc., New York, leaves Friday the 25th on a three weeks' vacation trip which, with his family, will be spent at West Harwick, Cape Cod, Mass.

Miss Gertrude Campbell, with Cox & Co., returned Monday from a motor trip to Baltimore, Md., where she spent two weeks visiting friends and relatives.

Bernard Wicke, sales manager for Cox & Co., New York, well known representative of several glass and china concerns, started out Monday for an automobile vacation tour accompanied by Mrs. Wicke.

John Plummer, with A. J. Fondeville, New York importers, leaves Monday July 27, for Bayside, L. I. He will spend most of his vacation on his yacht, the Cricket.

William S. Anthes, with Herman C. Kupper, Inc., New York, is back in his office again after a vacation spent at Miami, Fla.

B. Tomby & Co., importers, 20 West 23rd St., New York, announce the acquisition of a new glassware factory for representation in this country, which is the cele-

brated Josephinen-Huette, Silisia, Germany, well known in this country for years for the quality of their products. They are manufacturers of stemware and fancy glassware, including a line of exceedingly interesting reproductions of old glass. Advance samples of the line are already creating considerable interest at the Tomby showrooms.

Charles J. Dela Croix, manufacturers' representative, 19 Madison Ave., has taken a partner in his business in the person of F. L. Monroe, formerly well known as traveling representative for the East for the lamp line of the Jefferson Glass Co. The Dela Croix business will therefore be known in the future as Dela Croix & Monroe.

L. S. Hinman, of Theodore Haviland & Co., Inc., will sail on Saturday, July 25th, on the Leviathan, to visit the Theodore Haviland & Co., in France, where he will confer with heads of the factory in new ideas for fall lines.

Kennard L. Wedgwood, of Josiah Wedgwood & Sons of America, is vacationing in Nova Scotia for the remainder of the summer.

John Hawthorn Dead

Well Known Veteran Buyer Succumbs After Several Months Illness

Genuine sorrow was expressed among his host of friends in New York when word reached here of the death of John Hawthorn, well known veteran buyer of china and glass who passed on at the home of his son, Guy Hawthorn in Philadelphia, on Wednesday afternoon, July 22. Mr. Hawthorn who was born in the pottery district at Burslem, England, October 7, 1852, had not been in good health for a year before his death, but his condition did not take on a serious aspect until last April when a physician was called and found him to be suffering from diabetes in an advanced stage. Strenuous treatment was resorted to without improvement and in May he went to stay with his son Guy in Philadelphia, where it was thought he would benefit by the better care he could be given than at the Hotel Albert, 11th St. and University Place, New York, where he had made his home for several years with his son Langley, china and glassware buyer for Gimbel Bros., New York. He became weaker and weaker however but was able to be about the house until a few days before his death. On Friday before his passing it seemed as though he could not last the day through but to the great surprise of his physician and nurse he lingered for several days longer finally passing away in his sleep. He attended school in his boyhood at Burslem and later college also in Burslem, one of the students there at the same time being John Davison, the well known New York importer. In his early manhood Mr. Hawthorn was a manufacturer of pottery at Burslem in partnership with his brother-in-law. He also traveled through South America with his line in the late sixties and early seventies putting up with danger and great hardships that would be considered beyond endurance with the salesman of today. He traveled with his samples on muleback. One of the few experiences he related to his sons, for he was never given to talking about himself, was when traveling through the country he saw what he thought was a puma headed for him. Grabbing his gun he shot, killing the animal instantly. He soon discovered however that



John Hawthorn

instead of a puma that it was a dog. Its owner, a greaser, on discovering what had happened, came at Mr. Hawthorn with a dagger and it was only by good fortune that he did not carry out his purpose of knifing him. He managed to subdue the man long enough to make a dash for his life. Mr. Hawthorn was deeply interested in church work and in the days before he left England he conducted the largest Bible class in Burslem. He was possessed of a fine quality tenor voice and after coming to this country during his residence in Philadelphia before he came to New York, he sang for several years in the choir at the Wakefield Presbyterian Church, continuing later in New York as a member of the choir of St. Johns Episcopal Church, Fordham. Mr. Hawthorn was for years up to his retirement in 1921, from the management of the china, glass, lamp and art ware departments of the John Wanamaker store, New York, an outstanding figure as a buyer for years, having a reputation far and wide for his ability as an expert judge of china and glassware values and as an efficient merchandiser. Mr. Hawthorn came to America in 1887, finding employment soon after his arrival here as a salesman in the china department of the John Wanamaker store in Philadelphia. His unusual ability was soon recognized by the firm and he was transferred to the concern's hotel department, where through his efforts the department was built up to one of the largest, if not the largest, in the country. When John Wanamaker opened his New York store in the old A. T. Stewart building in 1897, Mr. Hawthorn was again transferred to take the assistant buyership of the department under L. S. Hinman, a place in which he was so successful that when Mr. Hinman left Wanamaker's in 1910 to take the American representation for Theo. Haviland & Co., Mr. Hawthorn was selected to fill his place. His success in this position is too well known in the trade

to need recounting. His departments were always regarded in the trade as the best examples of departments of this character. In buying merchandise Mr. Hawthorn had the utmost confidence in his judgment and needed no advice of what to buy, in fact, he resented salesmen who tried to sell him with sales arguments. He would look at their lines and if he said he could not use their goods, his no meant no, and no amount of argument could change his opinion. Salesmen might be offended on account of his very definite ideas but there is not one who did not have the greatest respect for his ability and good judgment. Besides the Wanamaker New York store Mr. Hawthorn also managed the same departments for the Philadelphia store for a year or two, spending a day or two each week in that city. His love for the china and glassware business is exemplified in that he started his three sons in the business, Norman Hawthorn, the eldest was for years with Haviland & Abbot and is now a manufacturer's representative of pottery and wrought iron goods. Guy, the second son who formerly held important buyerships, one of which was with the John Wanamaker store, Philadelphia, is now a manufacturer being a partner in the concern of Artcrete Products Co., Philadelphia; Langley the youngest son, is now buyer for Gimbel Bros., New York, and was formerly assistant to his father at the Wanamaker New York store and later buyer for Abraham & Straus, Brooklyn. Besides his three sons and one grandchild, the daughter of Norman Hawthorn, Mr. Hawthorn is survived by one sister, Mrs. Wm. Wood, Burslem, England. His wife died five years ago. The funeral was held on Friday afternoon, July 24th, at the funeral parlors, at 160 Clinton Ave., Newark, N. J. Interment was in the family plot at Rosedale Cemetery, Orange, N. J. The beautiful and many floral tributes of his friends in the trade filled one entire side of the large room in which the casket rested. The funeral was also attended by an unusually large delegation of people connected with the china and glassware business. Among them were: L. S. Hinman, of Theo. Haviland & Co., and Mrs. Hinman, Walter E. Knowles, with Theo. Haviland & Co., and Mrs. Knowles, F. G. Holden, assistant buyer for John Wanamaker, New York, and the Misses E. Snyder and E. Dinyes, of the Wanamaker china and glassware department, Wm. S. Anthes with Herman C. Kupper, Inc., Alfred G. Moment, American representative for La Porcelaine Limousine, Thos. Smallwood with Haviland & Abbot, Wm. Q. Wilcox with Wm. S. Pitcairn, Inc., Wm. Albert, with Chas. H. Taylor, Mr. De Wart with the Federal Glass Co., Chas. J. Dela Croix, A. Fishgall, buyer, and Mrs. Chichester, assistant buyer for Abraham & Straus, Brooklyn; Mr. Atteridge, lamp buyer for Fred'k Loeser & Co., Brooklyn; John Leyland of Percy N. Leyland, Inc., Lee Schoenthal, merchandise manager for the china, glass and lamp departments of Gimbel Bros. stores, Justin Tharaud, E. W. Hammond, Henry Witte with Guerin, Pouyat, Elite, Ltd., Walter G. Browning, buyer for R. H. Macy & Co., Arthur A. Bean with Graham & Zenger, Joseph Offley with B. Tomby & Co., Chas. Patton with Edw. B. Dickinson, Inc., and Mrs. Patton, Guy Cooke, John J. Hines, Alex W. Mackenzie with Meakin & Ridgway, Peter O'Neil, former buyer for Abraham & Straus, Brooklyn; J. H. Hardenberg with the Corning Glass Works, D. King Irwin, Howard R. Handy of the Pottery, Glass & Brass Salesmen and F. Calvin Demarest of the CROCKERY AND GLASS JOURNAL.

Arthur H. Maddock Passes On

Word has been received here by Maddock & Miller, Inc., American representatives for John Maddock & Sons, Ltd., Burslem, England, of the death of the Chairman of the Board of Directors of the concern, Arthur H. Maddock, who passed on, at his home at Alsager, Stoke-On-Trent on Wednesday, July 15th. Mr. Maddock had been on a vacation in Scotland for his health and returned home only recently to meet J. Meredith Miller, who was in England on a visit to the factories represented by his firm in this country. Mr. Maddock was so ill upon his return, however, that he had to be taken to the hospital where he died soon after. He was about fifty-three years of age. He had been connected with the pottery business ever since he left school. He was the eldest son of James Maddock whom he succeeded as head of John Maddock & Sons, upon the latter's death several years ago. He was also the grandson of the founder of the plant John Maddock. Besides his prominence in the pottery industry, he was at one time Mayor of his town and had also been county magistrate J. P. for a number of years. He was very active in war work having been captain of a local corps of men, who guarded railroads, bridges, etc. He was a man of charming personality and had a multitude of friends both in and out of the trade who will mourn his loss. He is survived by his widow and one son Victor A., who has also been trained in the pottery business by his father since he returned from the war in which he made a splendid record.

Lippincott Receivership Ended

The receivership of The Lippincott Glass Co., Alexandria, Ind., was lifted on July 17 and by order of the Court, the receivers, Messrs. S. G. Phillips and H. M. Adams, were discharged and the property of the company returned to the corporation.

Through the process of reorganization of the company's affairs, the stock of the corporation has changed hands and no member of the Lippincott family to-day holds a share of stock.

The new owners are a group of Cincinnati business men. Frank C. Terry, for 17 years vice-president and builder of the Icy Hot Bottle Co., is president; Henry Bentley, secretary-treasurer, and H. M. Anderson, vice-president-in-charge. The new owners and the company assume all the assets and liabilities of the receivership.

Scroggins Resigns From Fostoria Glass Co.

A. C. Scroggins, Jr., for nearly 37 years associated with the management of the Fostoria Glass Co., Mondsville, W. Va., and a greater part of that time secretary-treasurer

of the company, has resigned, the resignation having been presented the board of directors at a recent meeting to take effect September 1. Efforts on the part of the board to have Mr. Scroggins reconsider his resignation were without avail.

Starting with the company in 1889 as an office boy, when the company was located at Fostoria, O., Mr. Scroggins grew with the corporation rapidly, and years ago associated with W. S. Brady, L. B. and Phil Martin. The company removed from Fostoria to Moundsville in 1892 and Mr. Scroggins continued with the organization. For some years he was employed as a salesman, and quit the road to develop the decorated lamp line which the Fostoria featured for so many years. It was in 1902 that he was elected secretary-treasurer of the company.

As one of the heads of the company Mr. Scroggins has had his share in developing the lines and quality of ware that has made the Fostoria Glass Co., one of the leading glass concerns of the country.

Mr. Scroggins who has a host of friends in the trade who will regret exceedingly to hear of his decision has not announced his future plans, beyond stating that he expects to take a long rest. In a letter to the CROCKERY AND GLASS JOURNAL he said that after so many years of continuous service, almost a lifetime's work, he did not deem it selfish in giving a little consideration to a personal desire.

His successor has not been named.

Fondeville Has Interesting Window

When you see people standing in front of a window display you always have a tendency to stop and dig your elbows into the ribs of the crowd until you can get up in the front row and see what it's all about. Sometimes it's something really worth looking at as in the case of the display, shown below, which was shown recently in the windows of A. J. Fondeville & Co., 24 W. 23rd Street, New York. The center of this display was an immense plate, made by the famous Sarreguemines Potteries who are represented by the Fondeville company in this country, and presented by them to Eugene Fondeville, head of the American importing concern.

The plate is an example of perfect potting, being absolutely true in shape and splendid as color and glazing. It is three feet in diameter and has a deep blue rim 4½ inches wide bearing in embossed letters in gray with black edges the legend "Fayenceries de Sarregueminis Digoin et Vitry-le Francois." The edge of the plate is a deep yellow. In the center of the plate is the Sarreguemines crest in gray, dull red, and brown. It is a copy of a plate used for the French exhibition and is truly a remarkably fine piece of work, making a splendid advertisement for both the factory and its representatives. The enormity of the task of potting such a piece is shown in that out of twelve which were originally fired, only two came out perfect, the one, in Mr. Fondeville's possession and the one used in the French exhibit.

This plate, in the Fondeville window display, was flanked on each side by pieces of Sarreguemines dinnerware, the whole making a unique and splendid display.

Potters to Hold Summer Meeting

Secretary of the United States Potters Association, Chas. F. Goodwin, has sent out a call to the members of the organization for a meeting to be held at the Stacy-Trent Hotel, Trenton, N. J. on August 18th and 19th.

Matters of interest to the general ware trade will be discussed, but no wage discussions will follow, as there will be no change in the wage scale this year.

The last summer meeting of the association was held in Trenton in 1922.

The meeting will be presided over by Frederick B. Lawrence of Newell, W. Va, president of the association.

No Agreement Reached on Glass Wage Scale

At the joint conferences being held at Atlantic City between the glassware manufacturers and representatives of the American Flint Glass Workers Union no agreement on wages for the ensuing year was reached at the

(*Continued on page 50*)



Window display by A. J. Fondeville & Co., New York, showing enormous plate of Sarreguemines ware

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE arrangement of a retail store is rather like an army on the march. The window display is the "point". The "main body" in the case of Stearns' china department is on the seventh floor. But there is an "advance guard" on the street floor. The shopper, attracted by the display in the window, is encouraged by the sight of a counter with a choice bit of glass and a striking faience bowl. If these don't land the shopper, they at least hold the suggestion of a trip up the elevator to where they came from. A second thing about the "advance guard" at Stearns': it of course has an alert saleswoman. Finally, Mr. Wood, who always has some high trumps, plays one of the highest when he compels you to stop at the "advance guard" counter and look at "The British Three-Decker Victory: Nelson's Flagship." While in Germany he found some beautifully finished ship models, a yard long and a yard high, with beams in proportion, and at quite reasonable prices. He had three sent over. Last week the "Santa Maria" was sold; soon Nelson's flagship will fire her last broadside and a delighted public will become acquainted with the weather-stained sails and sea-battered paint of the Mayflower, complete to the miniature lantern on her poop.

Sven Knudson, visiting professor of comparative education in Antioch College, O., and, when at home, assistant headmaster of a high school at Copenhagen, is keenly interested both in the boy scout movement and in school athletics. He was one of the organizers of the boy scout jamboree at Copenhagen last year. His wife, he told us Monday, is a desginer for the Royal Copenhagen pottery and some of her work is being shown at the arts fair in Paris.

Saturday is the opening of the three-weeks' exhibition of flint glass lamps, tableware and delicately tinted vases made at Sandwich between 1825 and 1888 and to be shown at the Historical Society there. Among the guests will be William Kern of New Bedford, at 94 the oldest living employee of the Boston & Sandwich Co., and John Lovett of Philadelphia. The two are said to be the only "gaffers" now living. The exhibit will be open from 10 A. M. to 6 P. M. and will close on Aug. 15.

There is a trim stylishness about the new "Slick" salts of the United States Glass Co., named for Mr. Slick, president of the company. The stoppers are of glass, and instead of being hollow have fluted edges to shake the salt through. The salts come in three sizes, and the stoppers in white, green or blue. A book-end has also arrived at the local office with the handsome bas-relief of a stag trampling a wolf previously seen on the company's trays. The book-end is amber with satin finish. There are also whisky glasses with and without the high-water marks for pigs, gentlemen and ladies.

The Fuse Co., 99 Bedford St., has a number of wall pockets in Banko ware, lacquer boxes containing sweetmeat sets, lustre flower bowls with friendly woodpeckers, and bird salts and peppers—all for immediate and future delivery. Some of the best of the Japanese art pottery items are old favorites, but what is a perennial to Mr. Fuse may be a novelty to us.

It was customary for Chicago buyers to come to Boston within the memory of several local crockery men, but when did a New York buyer ever look over the Boston market? That historical question was answered Monday, when Martin J. Flanagan, china and glass buyer for Wanamaker's bargain basement, arrived here for a couple of days.

"My June sales of lamps were larger than last year," said Louis Yennaco at R. H. White's last week. "Business is good and it's going to be better."

"In time of summer dulness look for a fresh east wind in George Wood's salesroom." This should go into our almanac, for invariably about this time new pieces begin to appear on the tables of Stearns' china and glass department. There are examples, for instance, of fine French and American glassware, and fresh importations of earthenware, to lure the summer shopper.

John Martin, china buyer for Jordan Marsh Co., and H. T. Durgin, buyer for Gilchrist's, visited East Liverpool last week. If other buyers should follow their example, before the summer heat gets unbearable and vacations are in order, we may yet see the beginning of a beautiful friendship between retailers and manufacturers.

E. J. Tucker, of Chase & Francis, was back at his office Monday, having landed at New York Saturday evening after his voyage from the Pacific Coast. He is looking fit as a fiddle.

George A. Granville was on hand Monday as usual, after four days of solid enjoyment at his seaside cottage at Fort Point, North Weymouth.



The New Home of

Sperry Service

UNION SQUARE

Broadway at 17th St., New York

Your Headquarters for

China and Glassware
Housefurnishings
Toys—Lamps—Novelties

OVERLOOKING historic Union Square, Broadway at 17th Street, and extending through to Eighteenth Street, stands the new six-story home of Sperry Service.

A visit to this mart of merchandise will reveal ninety thousand square feet of floor space, devoted to displays, offices and service departments, all available to those whom Sperry Service serves.

As direct representatives of the leading manufacturers, both here and abroad, we are prepared to make immediate deliveries from stock as well as direct shipments from the various factories we control, on the lines listed above.

Our concentrated buying and unlimited resources are able to secure the most advantageous prices, which are passed on to you.

Come to see us in our new home, your new headquarters for merchandise of merit at right prices, plus service of the highest order at all times.

THE SPERRY & HUTCHINSON COMPANY

Established 1896

Union Square, Broadway at 17th Street, New York

J. W. WALLACE, Mgr., China and Glassware Dept.



Encrustations
Decorations
Silver Deposit

The oldest concern in the business decorating glassware, we have done work for many of the finest retailers in the country and are proud to refer to our record and the satisfaction we have given.

These same concerns we have also pleased with our rich encrustations and other decorative treatments on china.

We are prepared to decorate or supply the trade with any of the following lines: Stemware, Salad Plates, Lettuce Sets, Chop Sets and Fancy Articles in glassware—together with Place Plates and other high-grade pieces in china.

Special Designs
Can Be Created on Application

Our Services Are at
Your Disposal

Flogel Decorating Works
R. H. FLOGEL, *Proprietor*
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FRANCIS H. RUHE
14 West 23rd St.,
Special Representative

TELEPHONE WORTH 3110

Williamsburgh Flint Glass Co.
290 Broadway
New York
Manufacturers of
Lamp Chimneys **Lamps**
Shades **Lantern Globes**
Towel Bars

Linings for Mounting
Made to Order

Private Mould Work

No Agreement on Glass Wage Scale

(*Continued from page 47*)

first conferences held. These included the Paste Mould, Iron Mould, Electric Bulb and Pressed Ware Departments.

No arrangements were made for future conferences which will result in the manufacturers continuing with the same scale in effect since September, 1924.

New Publication on Pottery

A very interesting new work on pottery, written by Charles J. Noke and Harold J. Plant, has recently been published by Sir Isaac Pitman & Sons, Ltd., London, England. It is a convenient pocket sized edition of 133 pages, well bound and profusely illustrated with half-tones and line drawings. It is described as being a simple account of the history of pottery and a description of some of the processes employed in its manufacture.

It is simply but interestingly written and is based on the practical experience and knowledge of a close and intimate connection on the part of both authors with different branches of the trade It begins with a brief history of pottery and goes on through the various steps of pottery making in all its phases, with many valuable facts and suggestions of interest to young potters and any who handle pottery such as manufacturers, and retail salesmen.

One of the authors, H. J. Plant, director of R. H. & S. J. Plant, Ltd., Longton, Eng., and chairman of the English China Manufacturers' Technical Committee, was a recent visitor to this country, as the guest of Eugene Fondeville, head of A. J. Fondeville & Co., who represent Plant interests in this country.

Resale Price Bill to Be Pressed

A bill sponsored by both the Chamber of Commerce of the United States and the Americas Fair Trade League, designed to legalize the standardization of resale prices, will be introduced at the next session of Congress, according to an announcement made recently by the joint committee appointed to draft the measure. The committee met at the New York office of the United States Chamber of Commerce and after an all-day session gave out word that the text of the proposed bill probably would be made public within a few weeks.

John J. Hines, Inc.

39-41 WEST 23rd STREET
NEW YORK

Decorated Glassware

Bohemian Glassware

Italian Pottery

Bridge and Junior Lamps

Shades

European Novelties

Presents for the Fall Season

An array of original new items of special interest to the buyer in quest of lines of infinite sales possibilities

DISPLAY NOW READY

Attractive and Artistic Creations

In Colored and Crystal Engraved and Cut Glassware

Will be displayed in

ROOM 363, HOTEL McALPIN, NEW YORK

For two weeks only,* July 27th to August 8th, *Inclusive

DO NOT FAIL *to see the line.*

HUNT GLASS WORKS

CORNING, N. Y.

HARRY S. HUNT *in charge of the exhibit.*

R. R. Ellis of Memphis, director of the Chamber of Commerce of the United States and a wholesale drug manufacturer, presided at the meeting. The other members present were: Charles H. Ingersoll, Newark, N. J., president of the American Fair Trade League; F. B. Caswell, Toledo, Ohio, national counselor of the U. S. Chamber of Commerce; A. L. Gifford, chairman of the board of the Worumbo Co., New York; C. Mahlon Kline, president of the Smith, Kline & Fresch Co., Philadelphia; Dr. Lee Galloway, vice-president of the American Fair Trade League; Mason Trowbridge, general counsel of Colgate & Co.; W. H. Crichton Clarke, of the law firm of Duell, Anderson & Duell, New York; J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York.

Finds Goods Moving

Wholesale shipments and road sales for the first half of 1925 showed a gain according to a report of Marshall Field & Co., over the same period in 1924.

In its recent weekly report, the firm says:

"Current wholesale distribution of dry goods exceeds the volume record last week and was also somewhat greater than the corresponding week a year ago. Road sales showed considerable increase over the same period last year. There were more customers in the market than during the corresponding period in 1924. Collections were about the same as for the same week a year ago. Shipments for the six months' period ending June 30, 1925, were ahead of the corresponding six months a year ago by a comfortable margin."



Red Lacquered Table

Magnificent Table!

Our recent importation consists of tables and tabalettes, both in lacquered and carved woods, assorted sizes and shapes.

Korean Chests
Embroidered Screens
Fire Screens
Lacquer Ware
and
Sweetmeat Sets

A large variety of fancy china and novelties for Fall and Holiday Trade. We invite your inspection.

Remember

Taiyo Trading Co., Inc.

IMPORTERS OF

Japanese Goods

SINCE 1899

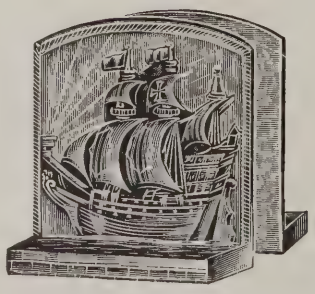
327 W. MADISON STREET CHICAGO
101 FIFTH AVENUE NEW YORK

NEW ENGLAND REPRESENTATIVE:
FUSE CO., 99 BEDFORD ST., BOSTON, MASS.

Now Ready

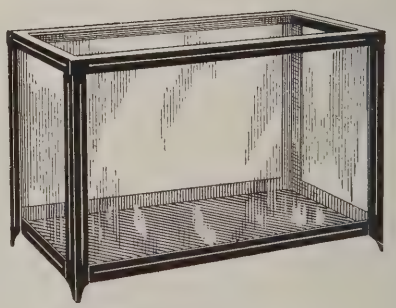
Our Fall and Holiday line is now complete awaiting your inspection when you are in the market

New and Original Creations in
DOLLAR SALES ITEMS



No. 0407 Book End Ship Model, metal, assorted finishes, $8.75 Dozen.

Inspect our lines before placing your orders



No. 3107/301 Aquarium, metal edge, slate bottom, 1½ gals. Write for Price.

Geo. C. Kindt & Co., Inc.

19-21 West 24th Street (Street Floor)
New York



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



LITTLE change is reported in the business situation in the flint glass trade this week, other than a number of factories have resumed following a three weeks idle period. In the blown and stemware branch of the industry, manufacturers declare that new business is in keeping with the season, and that some of the larger buyers have been anticipating stocks for future shipment. In the retail trade, the demand for glassware seems to be entirely seasonable. Containers are in excellent movement, while the special iced tea and similar sets have also been in active demand. The usual line of staples has been in moderate request as is usual at this season of the year. Lighting glassware is in fair movement only, but in those sections of the country where building strikes are a matter of record, sales are quite below normal. No other situation could be expected. Dealers in lighting fixtures and lighting glassware are arranging their stocks for the fall and winter trade, and this activity is bringing some new business to the factories manufacturing shades, portables and other lighting effects. Within a few weeks all factories will again be on active production schedules, as plant improvements will have been finished, and the vacation period over.

Business has been very spotty in the lamp chimney industry since the first of the year, according to J. A. Conway, of the Shreveport (La.) Lamp Chimney Co., Inc., although this factory has managed to run steadily. "We are probably carrying the largest stock of manufactured ware in our history," Mr. Conway declared. "Business through the southern states on the whole, has been good, but hardly up to the volume of last year, and by this we refer to the particular products we feature in our factory. Naturally we are hopeful the fall months will show an improvement over the six months just past." This interest is the largest producer of chimneys in the southern market, and at the same time it is producing a full line of both gas and lantern globes.

Plans are being worked out by the Sinclair Glass Co., Van Voorhis, W. Va., for the enlargement of the factory which is mainly interested in the manufacturing of lens and specialty lines. Although other plants are operating under possible production, this factory has been working to capacity. President James A. Morehead declared to the JOURNAL this week that "there is so much unrest and uncertainty in the air, that a person is a little backward in making a definite expression concerning the future business outlook. However, we are finding business very good at the present time, with the outlook for the future good. In fact, we are working about 100 per cent in regards to capacity at this time."

Buyers of glassware for the Syndicate stores were in the market for a few days last week, and divided their time between local factories and those in the East Liverpool district. The main object of these buyers was to observe market conditions in both districts. Memos were taken as is always the case at this season of the year, and while some ordered were placed, the visit of these buyers to the market is expected to result in additional business being forwarded factories within the next few weeks.

The plant of the Fostoria Glass Co., Moundsville, W. Va., resumed operations Monday last following a three weeks suspension in the production department. Many improvements were made about the plant during the idle period. Rapid work is progressing in the erection of the new gas producer plant for this factory.

The Pacific Coast is fortunate in having a factory like the Brock Glass Co., which is located at Santa Ana, Cal., and manufacturing crystal and opal glass products, with especial reference to drawer knobs and pulls. Concerning the business situation in this branch of the industry, General Manager W. H. Lewis says: "Our small glass knob business for the first six months of this year was ahead of the corresponding periods for 1922, 1923 and 1924. There is, however, a let up at this time. The building situation seems to be in good shape, although the bulk of it appears to be for business blocks. That is, the volume in dollars, for the former is away ahead of the latter." The Brock Co. proposes to make extensions to its sales force and is interested at this time in having salesmen in Ohio, Indiana and the eastern and southern territory.

General business conditions with the Sneath Glass Co., Hartford City, Ind., during the last six months have shown a slight increase month by month, but according to Secretary H. C. Hill, little if any increase in new business is anticipated during the two summer months of July and August. "We rather believe there will be a slow, steady incline in business during the Fall months," Mr. Hill said.

According to an announcement received by the trade here, E. J. Verlie has been elected assistant secretary of the Illinois Glass Co., with headquarters at Alton, Ill.

Victor Durand, Jr., of the Vineland (N. J.) Flint Glass Co., has returned to his desk after spending a season in the West Virginia district and visiting glass factories in the Wheeling territory.

(Continued on page 64)

MERCER HOTEL WARE

A Unique Product

Another of the reasons why MERCER HOTEL WARE VITRUS is the most durable hotel china produced

D E C O R A T I O N S

All MERCER HOTEL WARE decorations, without exception, are executed under the glaze. They therefore cannot wear off or become affected in any way through repeated use.

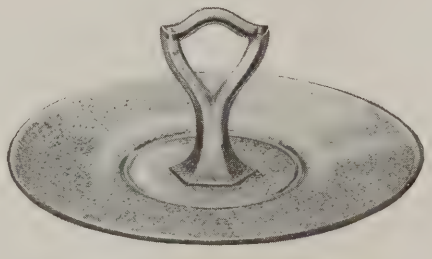
The colors are brilliant and uniform and the decorations are executed with every possible care.

MERCER POTTERY COMPANY

TRENTON NEW JERSEY

Two Attractive Pieces in Stippled Glass





To the popular 15238 line of stippled glassware in colors have been added the Handled Cake and Salad Plates illustrated. Colors are green, amber, blue and canary. Will retail for about a dollar for the cake plate, and six to seven dollars a dozen for the salad plates.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

Copeland & Thompson, Inc.

206 Fifth Ave., New York



Shanghai Pattern—Hamburg Shape
(Trade Mark)

THE accompanying illustration shows the Shanghai Pattern in Copeland's famous English China—one of the beautiful dinnerware conceptions, included in our interesting fall display.

Exemplifying a famous old world pattern, executed in rich raised enamels, in exquisite harmony of coloring, of Chinese red, pink, yellow, brown, green and blue with edges, handles and spouts gold embellished—it is the type of pattern that attracts immediate attention.

Carried in New York in complete open stock dinnerware, tea ware, breakfast ware, and individual breakfast sets.

Samples and Prices on Request

Exceptional values in china service plates for immediate delivery from stock.



Narcissus Paperwhites

Now Is The Time

to place your orders for

Narcissus Paperwhites, Chinese Lilies, Hyacinths, Tulips, Crocus, Dutch Narcissus, Lily of the Valley, etc.

We offer you the same at lowest prices consistent with **Quality unequalled.**

We are also now booking orders for **Spring Bulbs,** such as **Gladiolus, Cannas, Tuberoses, Dahlias and others.**

Write for our Catalogue and ask for special prices on Quantities. If in doubt what to order, write us and we will cheerfully give you information and hints **"How to increase your profits."**

American Bulb Company

6 Murray Street
New York

184 N. Wabash Ave.
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New Designs in Shapes and Patterns Will Be on View August 15th

JOHN DAVISON

INCORPORATED

14 Barclay Street New York

Handsome Line of

LAMPS

with Silk and Parchment Shades

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

W. MOORCROFT, Ltd.
Art Pottery

ADDERLEY'S, Ltd.
China and Earthenware

STEVENS & WILLIAMS, Ltd.
Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Fred C. Reimer Company, Inc.

49-51 West 23rd Street
New York City

STOCK and IMPORT

"Krautheim" Dinnerware



"Royal Dux"
Art Goods



Also representing in
U. S. and Canada

"Schierholz"
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Italian Pottery
Hand Made Ash Trays

Samples sent upon receipt of references

FALLANI & COHN

347 Fifth Avenue, New York City — Florence, Italy

Prices Lower Than Last Season

FRENCH PAPERWHITES

Our Motto Quality Service Price

True Grandiflora Type— Now Arriving

	1 case up per 1000	*10 cases up* per 1000	*25 cases up* per 1000
12-15 c/m, 1250 per case	$15.00	$14.50	$14.00
13-15 c/m, 1250 per case	19.00	18.50	18.00
14-16 c/m, 1000 per case	21.50	21.00	20.50
15 c/m up, 900 per case	22.50	22.00	

Packed and F. O. B. New York. Full honest grades and pack. No "baby cases" or "trade sizes," and no extra charges tacked to invoice. Prices subject to prompt acceptance.

McHUTCHISON & CO.

95 Chambers Street, NEW YORK

D. KING IRWIN

Suites 315 and 317

200 Fifth Avenue

New York

GLASSWARE

Paden City Glass Mfg. Co.

Pressed and blown table and hotel glassware. Tank or pot glass. Novelties and special items.

Economy Glass Co.

Lead blown stemware, jugs, tumblers and fancy glassware in crystal and colors. Deep plate or needle etchings, cutting and gold decorations.

HOTEL CHINA

Iroquois China Co.

Vitrified china for hotels, clubs and public use. Stock and special decorations, underglaze or overglaze.

DINNERWARE

National China Co.

La Rosa shape. Body and decorations National's standard of quality and selection.

The Location of Our Plant
has changed

but
the Quality of our 22 Karat Gold encrusted ware

has not

The Result:

although much larger than our old Plant, our new Factory is

working to full capacity

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Bonita Art Glass Company
Huntington, W. Va.

New York Show Room, Cox & Company
120 Fifth Ave., cor. 17th St.



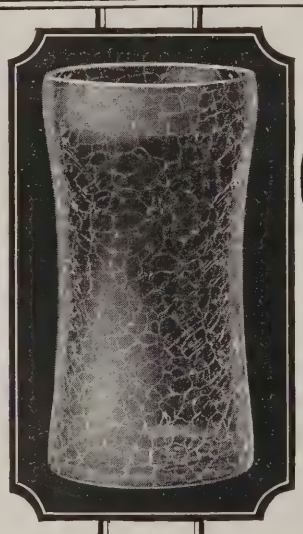
MAYER CHINA
VITRIFIED HOTEL WARE

ROUND EDGE — PLAIN WHITE — THICK — DECORATED

FOR

HOTELS — HOSPITALS
CLUBS — CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS

THE MAYER CHINA CO.
BEAVER FALLS, PA.





Gammon's

round out Unique Service with

Economy Tumblers

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS
"JUST WHAT THE NAME IMPLIES"

Hawkes Crystal

Now on display at our office.
524 Fifth Avenue (Marcus Bldg.)
Cor. Fifth Ave. & 45th Street.

Entirely new and complete lines of Crystal and Colored Glassware in Cuttings, Engravings and Gold Encrustations and also mounted in Sterling Silver.

Notable novelties in Perfume and Vanity Sets, Atomizers, Padlocked Bottles, Locked Tantalus Sets, Patented French Dressing Mixing Bottles. Reproductions of "Old Singing" Waterford Glass.

T. G. HAWKES & CO.

542 Fifth Avenue
New York
Telephone Murray Hill 10379

One of America's Leading Importers



"Rajah"

THE Theo. Haviland Co. Pattern that has gone over big all over the country.

A complete Open Stock selection is carried in our Cleveland Warerooms, **ready for immediate shipment.**

Our line of Imported Open Stock Dinnerware Patterns for delivery now is the best we have ever offered.

Write for detailed information

The Kinney & Levan Co.

1375-85 Euclid Avenue
CLEVELAND, OHIO

National Quality



Virginbrook Pattern—La Rosa Shape

Complete Line of New Decorations on Display by the following Representatives

D. KING IRWIN, 200 Fifth Avenue, New York

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EARL W. NEWTON & Associates, 9 N. Wabash Avenue, Chicago, Ill.

The National China Co.
SALINEVILLE, OHIO



OWEN CHINA

Pattern Nos.
6451
853
855
859
854

WE will be glad to show you a dozen good borders and sprays with Gold and Color lines on a clear white high gloss ware.

$ome $hort $et $ales $pecials.

The Owen China Co.
Minerva, Ohio

NEW YORK
HERBERT & NEUWIRTH
Company Incorporated
25 West 23rd Street

GOLD MEDAL
ST. LOUIS
O.C.CO.
MINERVA.O.

CHICAGO
EARL W. NEWTON
and ASSOCIATES
9 North Wabash

HORACE C. GRAY CO.

Fifth Avenue Building, Suite 302-4-6-8-10
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Representing

Co-Operative Flint Glass Co.
Beaver Falls, Pa.
Salvers, Cake and Cheese Covers, Tableware, etc.

Fenton Art Glass Co.
Williamstown, West Va.
Crystal, Iridescent and Cut Glassware

The N. O. Cederborg Co.
Aurora, Ill.
Lustre Ware Pottery and Fine Gold Treatments

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Pressed Table Glassware and Lamps, Cold Color and Fired Decorated Glassware

Phillips Glass Co.
Cincinnati, Ohio
Rich Light Cut Glassware

Sterling Glass Co.
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Rich Heavy Cut and Engraved Glassware

West End Pottery Co.
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Fine Decorated Dinnerware Specialties

Westmoreland Glass Co.
Grapeville, Pa.
Exclusive Hand Decorated and Fine Gold Encrusted Glassware

Marion Glass Mfg. Co.
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Southern Potteries, Inc.
Erwin, Tenn.
Decorated and White Dinnerware

We Specialize in Gift Shop Novelties, Such as Burnished Silver Book Ends, Candlesticks, Torchiers, Wrought Iron Floor Lamps, Table Portables, Aquarium Stands, etc.

Art Industries, Inc.

Sole Manufacturers for the U.S.A. of the

Lavinite
REG. U.S. PAT. OFF.
PRODUCTS

"The Pottery Metallique"

Vases, Bowls, Console-Sets, Novelties, $1.—Specials, Table and Boudoir Lamps.

Illustrated catalogues and *newest* price lists upon request.

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225 Fifth Avenue

Chicago Repr.....W. C. Owen, Inc., 17 No. Wabash Ave.
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When You Want

Real Czechoslovak Ware

Czecho Peasant Art Co., Inc.
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New York City

Our Catalogue Illustrated in Full Colors Mailed on Request.

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CHICAGO	NEW YORK	LOS ANGELES
Steinbeck Co.	Butterworth Co.	The Newcombs
74 E. Roosevelt Road	225 Fifth Ave.	611 Knickerbocker Bldg.



WHAT THE POTTERIES ARE DOING



WITH generalware potteries in East Liverpool territory resuming operation following a July holiday, the production of the district is showing some slight increase. It is generally admitted that the outlook for increased business is improving, and early indications are that plants will be running about normal by September. Buyers have been visiting the district within the last ten days, and more or less new fall business has been anticipated, from some sections of the country. There is an improvement in mail orders. Some manufacturers are of the opinion that the demand for domestic dinnerware during the coming fall period will be equal to that of other seasons, notwithstanding the current heavy import receipts. Open stock patterns are in favorable request just now, but in this connection the orders now being received are for later delivery. Department store buyers have been interested and are so now in merchandise for special sales, and as a result more or less business in sets has been booked for immediate delivery. Generalware plants outside of this district are operating on a basis quite similar to that being experienced in this immediate locality. Salesmen, in the majority of instances, are spending a season at the home offices before starting on the road for their fall trips. White ware is in fair request, and shipments are being made promptly from stock.

Following eleven years association with the management of the No. 1 plant of the Owen China Co., Minerva, O., W. J. Thrower, general superintendent, has resigned and will probably locate with an East Liverpool firm at no distant date. Before going to Minerva, Mr. Thrower was manager of the decorating department of the Taylor, Smith & Taylor Co.'s decorating department.

George T. Bratt, western salesman for the Edwin M. Knowles China Co., is spending two weeks with his family in camp near Toledo, O. He left for Toledo Saturday last.

The Illinois China Co., Lincoln, Ill., has just closed a very satisfactory half year, according to General Manager James Shaw. This factory suspended operations June 27th, but resumed in full July 13th. "What the next half year is going to be we can only guess," Mr. Shaw declared, "but our guess is that we are going to have a satisfactory business during the remainder of the year." This company has been making some changes in its manufacturing department, and has just installed a dippers mangle, the latter improvement having been worked out with a view of increasing the production in that department.

Paul E. Ryan, general manager of the Owen China Co., Minerva, O., declared to the JOURNAL this week that the company has found plenty of business so far this year, although there has rather been a tendency to delay some of the contracts the company has on file at the end of June and July. "We have definite shipping dates, commencing late in July and apparently with the intention of continuing the schedules as originally set," Mr. Ryan said. "We have a great deal of new business in sight and some coming to us, apparently enough to run without a shut down. The general outlook, however, is rather uncertain, but we feel that the last few weeks has indicated a stronger tendency in retail dinnerware to buy in a normal way. Our orders so far have not been heavy, but inquiries are good and they are from good people who usually buy promptly after investigating the market." This company has been endeavoring to shut down for a ten day period for repairs and vacations for the employes, but instead of this happening, it has been possible to close only half the shop for four days at a time.

During June the plant of the Southern Potteries Co., Erwin, Tenn., operated to capacity and the shop is working on a similar basis this month. "Business with us has been picking up during the last few weeks," said President Charles W. Foreman, "and we have more orders booked ahead for August than we have had for a comparative period during the past few months. It is our belief that the outlook in the generalware industry for the fall and winter months is exceptionally bright." Some new spring patterns will be placed on the market by this company for fall and winter shipping, these being additions to the present line.

The majority of the 15 stores in the Syndicate Trading Co. were represented in the East Liverpool market late last week. These buyers spent the early part of the week in the Pittsburgh, Pa., glass market, and then visited this district for the purpose of observing market conditions. Some future business was anticipated with a number of factories.

The two plants of the W. S. George Pottery Co., East Palestine, O., have resumed operations, following a two weeks idle period.

George B. Fowler, salesman for the Homer Laughlin China Co., has returned from a western trip.

(Continued on page 64)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

BUYERS and merchandise men in the bigger department stores in Chicago report a steadily increasing sale of fancy glassware, new dinner ware patterns and unusual pieces of both pottery and glassware for ornamental as well as serviceable uses. On the other hand, the stock of regular dinnerware patterns in open stocks have not been selling up to normal so far this year, although a pick up in the staple goods is expected in the near future.

Jobbers are said to be actively in the market at this time for the general lines of staple items of dinnerware and table glassware. A number of the buyers for jobbing houses visited the American Furniture Mart during the past month, where several dinnerware lines and some glassware was on display. The Mid-Summer market at the big Furniture Building closed last Saturday with an official registration of close to 7,000 buyers. The attendance at the January market is usually somewhat higher than the mid-summer event.

Chicago prominent retailers made the following special offerings this week: Burley Shops sold 13 piece lemonade and ice tea sets with decorated glass-bottom serving trays, in crackled and colored glass, at $3.50, $7.50 and $7. The Davis Store, this week held an advanced showing of the bargains to be offered in their August sale of furniture, offering them for selection at this time and delivery during August or later. Carson, Pirie Scott & Co. had 18 piece glass luncheon sets at $9, unusual values including clear stemware with green stems. Mandel Bros. held a big sale this week of $1 specials, including kitchen and household goods. Some of the items offered for $1 were cereal sets, serving trays, bread and cake boxes, 5-piece enamel pantry sets, and bath room stools. There were also a number of specials in Summer glassware offered at this store during the week. The Fair conducted a successful sale of 2,000 sets of 51-pieces in dinnerware, including service for eight at a price of $4.95 per set. Hartman's big furniture store in their glassware department had imported cups and saucers from Czecho Slovak'a in sets of six each at 98 cents.

Oliver Philips, until recently buyer of glass and china for The Fair, is now connected with the Albright China Co. of Carrollton and Scio, O. Mr. Philips will direct a new department for the pottery working up a house-to-house business in dinnerware, which will be credited to the merchants in the various localities worked. The dinnerware will be sold on the installment plan.

I. E. Mincks, secretary of the Albright China Co., Scio, O., was in Chicago this week on business.

Harry Hunt of the Hunt Glass Co., Corning, N. Y., was among the visitors in the local market during the past week.

Granville Springer, representative for the American Clay Products Co., Zanesville, O., was here on one of his periodical selling trips.

Hugo Schmidt, Detroit, manufacturer of sewing trays and novelties who has been in Chicago assisting in his display in the American Furniture Mart, has returned to his home.

Waitas Mfg. Co., 1310 W. Division St., has been incorporated for $10,000, to do a manufacturing business in toys and woodenware. The owners of the company are John Waitas, Walter Hays and Ted A. Jaski.

R. B. Reineck, Boston, traveling representative for The Westmoreland Glass Co., Grapeville, Pa., was in Chicago recently on business.

(*Continued on page 64*)

Ready for Shipment—



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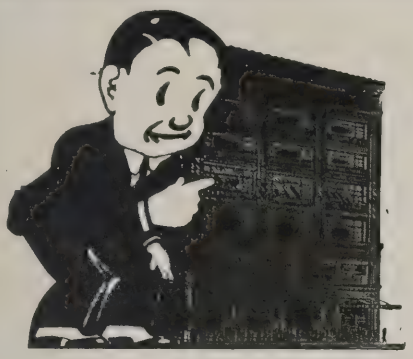
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Fine Dinnerware and Fancy China.
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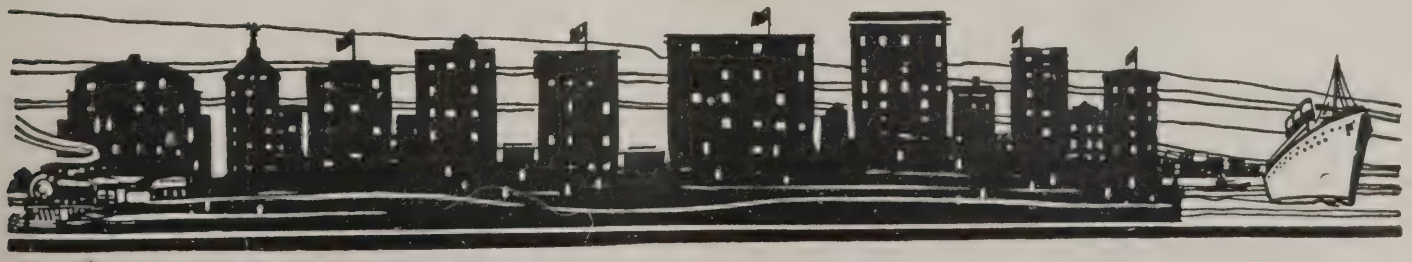
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W. L. GERALD, *Chicago Representative*
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POSITION WANTED

THOROUGHLY experienced salesman of imported china and glassware desires connection with first class concern. Wide acquaintanceship throughout the trade. Unquestionable references. Box 489, care CROCKERY AND GLASS JOURNAL.

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FOR SALE.—One Pangborn sand blast table, Type L.D., size 84, serial 124209. Practically new and in first class condition. Can be bought at a bargain. Inquire, The Globe China Company, Cambridge, Ohio.

The Chicago Market

(Continued from page 62)

The Chicago Novelty & Premium Co. is a new Illinois corporation. The company is capitalized at $25,000 and will do a manufacturing and wholesale business in glass, toys, novelties, paper goods, etc. Offices are located at 1012 S. Halsted Street, and the owners are Dan Fusco, E. Margiotto and William Derose.

The Eastern Importers and Manufacturers will open a two weeks exhibit at the Morrison Hotel next Monday, July 27th, where many lines will be on display for the inspection of visiting buyers. The Chicago Gift Show will open at the Sherman Hotel on August 3 and continue throughout the week. More than three floors will be devoted to the exhibits at the Sherman Hotel.

The Illuminating Products Co., manufacturers and dealers in lighting fixtures and lamps, have leased from Samuel Cole a store at 182 N. Clark St., for a term of years at a rental of $20,000.

Gerard Bryce of Bryce Bros. Co. was among the out-of-town representatives seen here last week.

Glass Factory Activities

(Continued from page 53)

The fact that the Dunbar Flint Glass Corp., Dunbar, W. Va., have been running their factory on a three shift turn indicates that the officers of the company have considerable confidence in the future. "It is our opinion that we are going to have the biggest fall business we ever had in our history, and that business generally will be at least normal or better," declared President J. M. Payne. He continued: "At present we are stocking ware in all departments, as our sales are not up to our production, but the very fact that we are running three full shifts, shows that we have plenty of confidence in the future." This company has just finished the rebuilding of its 30-ton tank, and very shortly will complete installing four muffle lehrs. The company is also installing other equipment which will enable it to more than double the present production of the factory. Their new finishing room, covering 125 by 225 feet is practically completed, also their new two story warehouse, which measures 50 by 125 feet, all these improvements being expected to be completed within the next month. The contract for automatic sprinklers for the new buildings has also been awarded.

The H. C. Fry Glass Co., Rochester, Pa., has announced the following changes in its sales department: Alexander Fraser is now in charge of sales in the northeastern district, and he has associated with him E. G. Dower and William C. Reed. The middlewest sales department is in charge of Fred Beiswanger, and the southern sales department is under the management of W. F. Moll. According to H. M. Hughes, vice-president and manager of sales for the Fry Company, other additions to the selling force in the near future are contemplated.

The Standard Glass & China Co. has been formed at Fairmont, W. Va., with a capital stock of $100,000 to enter the jobbing business. A West Virginia state charter has just been issued. The new company will deal in domestic dinnerware and glassware, and will also act as manufacturers agents. The company is composed of H. H. Dawson, Brooks Banks, who are members of the board of directors, and the officers of the corporation are: President, John Koblegard, Jr.; vice-president, Howard Robinson; secretary-treasurer, S. J. Cheattam.

What the Potteries Are Doing

(Continued from page 61)

It was declared by several manufacturers in the East Liverpool district this week that the general business condition that has prevailed during the last six months was the most unusual ever experienced by the trade during the last 25 years. Just when the situation will show a change for the better no one is in a position to suggest, although opinion is quite general that the turn in the road will be reached about September 1st. Several factories in this territory have been working on good schedules throughout the first two quarters of the year, but in a general way, the production of the district has been quite below normal.

Fred Schwartz, factory manager for the Crown Potteries Co., Evansville, Ind., spent several days in this district last week on business. It was his first visit here in several years. Mr. Schwartz entered the pottery industry

Established 1869

B. F. DRAKENFELD & CO., Inc.

50 Murray St. New York

VITRIFIABLE COLORS

Overglaze—Underglaze—Glass—Oxide

DECORATING SUPPLIES

Brushes — Printing Tissue — Oils — Banding Wheels, etc.

Quality that overcomes competition

USERS of decorative materials know the fine quality of R & H Ceramic Chemicals, Minerals and Oxides.

As these materials are valued for their ability to give the highest type of results, their distributors are placed in a commanding sales position.

This reliability of R & H Ceramic materials has been established for nearly a half century.

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The ROESSLER & HASSLACHER CHEMICAL CO.

NEW YORK

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

as a mould runner, and has worked himself up to his present position through his individual effort.

It is currently reported here that several new dinner-shapes will be placed on the market by local manufacturers for 1926 delivery. Last year two new shapes were put out in this district and both have been in active demand tthroughout the season. Modelers refrain from announcing what concerns will feature the new shapes, declaring that such announcements must come from those who will place them on the market.

Demand for hotel china continues to hold its own, according to all current reports. The majority of the factories featuring this line have been more or less active throughout the first two quarters of the year, and there are indications that production will be pretty well maintained during the remainder of the year.

Optimism Justified

(Continued from page 33)

naturally make expenditures somewhat more freely. It is generally agreed that commodity buying throughout the country has been cautious in recent months and that stocks of all kinds are light at the present time, which means that increased demand for consumers will be promptly felt by the industries.

"While there is more bank credit in use than ever before, bank resources are greater than ever before, and while there is not even the beginning of a strain on our credit resources, it may be expected that rates will strengthen as demands increase.

"It is generally agreed that the chief cause of poor trade and unemployment in the last five years has been the disparity between the prices of farm products and the prices of what the farmers have had to buy. That disparity has now largely disappeared. It would be unfortunate to have a general rise of industrial costs which would throw this situation out of balance again."

Practical Ideas for Retailers



A BUSINESS promotion day for High School pupils will stimulate your sales during the first weeks of September. Write a letter to each High School pupil in your city offering a large modern school dictionary to the school who sends the largest number of customers to your store within a specified week. Enclose in the letter a number of cards printed

"Dictionary Week"

Sent by ———— School

and advise that additional cards can be obtained at your store.

Your booksellers can obtain a modern dictionary for you at a cost of from 10 to 15 dollars. This dictionary should be displayed in your window preceding the promotion days.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

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A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *114 Fifth Ave.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

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Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

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ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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AS THE EDITOR SEES IT

TURNING BUSINESS INTO PLEASURE

TO make business a pleasure and to turn, what to some people is "the daily grind," into an enjoyable and interesting affair will make life happier and longer. Many avenues present themselves to pleasure-loving folks with money to travel the road of luxurious enjoyment, but those who toil for their daily bread must get their soul-solace out of their employment, and an occasional movie, and so lighten their tasks and keep their bodies and minds fit for continuance.

THIS is not moralizing but just common sense. The mind decides whether you will be a success or failure. If your mind is at ease, your task will be easy. Continue this idea to your patrons, if you are a storekeeper, in charge of a portion of a store, or just a salesperson. Put your customers at ease when they visit your store, department or counter, make them forget their burdens and smile with you and then watch your sales increase.

CHINA and glass may seem a prosaic enough bunch of necessities, but they are essentials for all happy homes. So many of the articles are full of sentiment in their use. The simple breakfast plate can be eulogized fondly when it bears a delicious omelet. The mixing bowl could inspire poets who have been regaled with a dream of a well baked cake, while the ordinary dining table, laden with all the good things that go to make up a Thanksgiving Dinner, all contained in platters, saucers, bowls, pitchers, et. al. is enough to cause a James Whitcomb Riley or a Eugene Field to burst into ecstatic verse. So to come to the point, if proprietors, managers and salespeople will not just look at the article, but go further and think and talk of the uses and associations of the merchandise they will get both pleasure and profit. Their customers will see the viewpoint, be more liberally disposed, because of the good humor.

"WHO can grow poetic or sentimental over a meat platter?" we find and some are asking. Well, how many poets and novelists have written of spotless dining tables glistening with glass and china of quality, or have eulogized the humble deal table, coverless and laid with clumsy and coarse glass and crockery, both spotless and groaning with their plentiful burden of luscious viands. Every piece of glassware, every china cup is a stimulus to set the imagination wandering back into the hundreds of years that have gone into the perfecting of the process of their manufacture.

THE materials of which they are made the endless stages through which they must pass before they appear a finished, perfected product, hold a world of romance and human interest which, if brought to light, makes them no longer mere things to be gotten rid of but objects about which story upon story can be woven. Your customer buys not only an article of utility when she purchases a salad plate or teapot. She purchases the product, not alone of many hands, but many minds, of long hours of planning and study. Find the interesting elements in your merchandise. Imbue yourself and your associates with the love of your wares and the sense of their hidden beauty and you will profit by the results mentally as well as through your cash register.

"Singing Up Sales"

AN interesting experiment which injected pep into the sales of the chain store which he operates is discussed in this article by J. M. Fly, president of "Mc. Bowers Stores" in Memphis, Tenn. It is interesting in its uniqueness and as a study in selling psychology. The story of the experiment follows:

The late Elbert Hubbard of enduring fame, once remarked, "When fate hands you a lemon start a lemonade stand." He is likewise credited with saying, "a Rube is not a Rube because he lives in the country, but because his mind travels no further than the nearest mile-post."

Columbus, with his "egg trick," proved that even the wisest men sometimes overlook a very simple solution of a problem apparently difficult. Everyone engaged in mercantile pursuits is interested in the matter of increasing salary in one way or another. And sometimes a very simple way will bring unexpected returns.

The old type of successful and intensely practical business man of the hard-headed, self-made-and-proud-of-it "variety," who, without consciousness of the absurdity of it, has believed things "just happened," or, at least who is unable to clearly account for the "steps" up the ladder of his own career usually scoffs at such terms as "psychology" and "morale" in business.

To him such expressions are used merely to convey the "new-fangled ideas" advanced by the contributor of articles in business magazines, who can "tell him how to run his business better than he can run it himself." He attributes any victories he may have won, and any success he may have achieved to individual shrewdness, foresight, and to being a "good judge of human nature," with a small appreciation of organization. While, perhaps, inherently honest and fair, such things as business "ethics" and "ideals" are getting away from old fashioned "horse-sense" and practices he has always considered legitimate, and that is one reason why the young fellow who follows in father's footsteps finds the going hard.

There are still left a number of people who fail to grasp the big idea of advertising in its broadest sense, and who probably doubt the "law of gravity" because they do not understand its workings, so when I introduce the subject of "singing up sales" I am not going to treat it as a "theory" but as an "experience" tried out and found good. And the inspiration came from observing the practical benefits resulting from a very natural and human impulse upon the part of those engaged in many forms of manual labor.

In my home town, Memphis, down in the heart of Dixie, back in the old romantic days of steam boating on the mighty Mississippi, I found great fascination as a boy in watching the darky deck hands or "stevedores," as they are called in the effete East, load and unload cargoes.

They invariably sang or "crooned" while they worked, and the "rhythm" seemed not only to relieve the drudgery but to speed up the "time" and increase to a marked degree the efficiency of the labor, with which the job was handled.

This same idea in part has yielded the same results when applied to college boat racing, when the dinky little "cox" of the crew of the 'varsity eight "times the stroke," by swaying backward and forward, increasing the alternating motion when there is need of more speed, meanwhile "megaphoning" in sing-song fashion a continuous stream of rapid fire remarks. The psychological effect of doing a "daily dozen to music" is along the same lines. It relieves the monotony of exercising alone, and the irksome features of exercising for the health and to keep fit, instead of for pleasure and enjoyment.

At nearly all noon-day meetings of various civic clubs and national organizations featuring "business while you eat," at their luncheons, the singing of well known songs has found its place.

Such things being true, it occurred to me there might be a way, of application by which the "morale" of the rank and file of a business, even so prosaic as the chain store grocer, could be materially improved and the value of services rendered the public enhanced.

At this time, fortunately, an opportunity to experiment was presented. "Billy" Sunday, the noted evangelist, was holding forth drawing huge crowds. He invited our organization to attend services in a body. We accepted. And when Mr. Sunday's song leader asked us if there was any particular hymn we cared to have the big "mixed choir" sing, the boys came back with a quick request for "When The Roll Is Called Up Yonder, I'll Be There."

They joined in the singing "three hundred strong" so fervently they were then asked to stand up and sing this grand old hymn without the choir and the congregation. And the next day sales went up and there were signs on all sides of more pep and interest in all our stores. The "psychology" of it had borne fruit.

Thereafter, we regularly opened or closed all weekly meetings of managers and clerks with the singing of a few familiar hymns known to everyone, and we got so good, this organization of hardworking country boys—the kind that made the American doughboys in France the "fightinest" on earth—they were asked to "broadcast" their singing over radio station WMC, and hundreds of phone messages and telegrams of congratulations poured in from all directions in town and out.

After this, "singing up sales" became a fixed policy and a song-writers' contest with prizes offered was advertised, and a veritable deluge of "organization songs," remarkably apt, followed—we then had something more than hymns to sing. But concerning hymns let me say this—few can sing hymns one night of each week and the following few days feel disposed to violate the rules of common honesty.

Singing builds up and develops an "esprit de corps" among the soldiers of service in business, a swell as among those who went to the front when the call was sounded and found soldiering dull.

We all grow tired of the everlasting grind of every day affairs and weary even of well doing, and our lungs need

air. Singing is "spiritual," especially when confined to the songs that will never die. It breathes cleanliness of the soul and breeds an enthusiasm that carries with it a desire for concerted action.

Does singing take up too much time and divert attention from specific and important matters of business? Does it pay? Well, I'll say it does, for one!

Although, "Hard-Boiled" Henry and "Practical" Pete may take issue with me.

Last but not least, we found singing as effective in advertising, "institutionally," as talking and writing. Mouth to ear is without question the best of all good advertising, but in the absence of an "audience" of sufficient size, we must employ usually the customary "channels" and more conventional means, and write our copy as best we can.

Our singing brought us a lot of favorable publicity and has occasioned wide-spread comment in trade circles. So, in addition to other benefits it has been, in a measure, of speaking, "good advertising." Nearly every large church in Memphis has asked us to attend services and "sing our hymns." Some "circulation!"

Naturally where the human element of business is left out and where the point of contact between the high-powered executive and the rank and file of an organization is the "Director of Personnel"—and where meetings of any kind are the exception and not the rule, "singing up sales" probably would prove a fizzle. Much depends upon the size of the business, and the number and character of the men.

We feel that the "morale of the men" is of such vast importance, particularly when the organization is widely "scattered" and not under one roof, that any reasonable and consistent means, taken, however odd and unusual, is justified by the results obtained.

The mental "hazard" that balks so many in the great game of business is the ever-present reserve and "dignity," in relation to both motives and methods. Which brings to mind that the most "dignified" individual on earth may usually be found with a "lily in his hand"—too dead for human expression whether "dead or alive." And if he won't sing now he may never have the opportunity here-after.

But, this is an "experience" I have related and not a "method" that either any or all can follow.

Buyers in New York

JULY 23RD, 1925

F. Krownapple, silverware, Wm. Taylor, Son & Co., Cleveland, Ohio, 1440 Broadway.

H. L. Hamilton, toys, Jones Store, Kansas City, Mo., 23 E. 26th St. (W. T. Knott).

JULY 24TH, 1925

Miss H. Zuzak, china, housefurnishings, Zuzak's Wonder Store, Boonville, Mo., Commodore.

W. W. Taylor, housefurnishings, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

JULY 27TH, 1925

R. H. Yarwood, china, lamps, housefurnishings, toys, Beir Bros., Niagara Falls, N. Y., Imperial.

H. J. Miller, toys, glassware, china, housefurnishings, Deardorff, Sisler & Co., Huntington, W. Va., 366 5th Ave. (Peck & Co.).

F. E. West, toys, Emery, Bird, Thayer D. G. Co., Kansas City, Mo., 25 Madison Ave.

F. J. LePenske, silver, Rhodes Bros., Tacoma, Washington, 333 7th Ave. (J. M. Biggins).

Mrs. G. C. Collins, silverware, Lansburgh & Bros., Washington, D. C., 128 West 31st St. (American Retailers Assn.).

JULY 28TH, 1925

Miss M. Dickenson, lamps, silverware, The Mode, Ltd., Boise, Idaho, Claridge.

H. C. Hall, silverware, china gifts, Roshek Bros., Mfrs., Dubuque, 200 5th Ave.

H. E. Kline, chinaware, toys, lamps, Watt & Shand, Inc., Lancaster, Pa., 432 4th Ave. (D. G. Union).

J. A. Donovan, glassware, crockery, A. B. Sutherland Co., Lawrence, Mass., 432 4th Ave. (D. G. Union).

G. E. Deutch, toys, S. Deutch & Sons, Nashville, Tenn., 115 W. 30th St. (B. F. Levis).

Mrs. Jefferies, giftwares, Hale Bros., San Francisco, Calif., 50 Union Square.

E. Hagey, toys, Brandon-Durrell Co., South Bend, Indiana, York.

JULY 29TH, 1925

J. Kohnfelder, china, housefurnishings, toys, lamps, Kaufmann & Baer Co., Pittsburgh, Pa., 404 4th Ave.

Business Trend in June

Reports to the Department of Commerce on business conditions in June showed increases over May in the production of California redwood, silver and lead, steel-plate bookings, shipments of sanitary enameled ware and the value of building contracts awarded in thirty-six States.

Decreases occurred in the production of Western and Southern pine lumber, maple flooring, malleable castings, steel barrels, face brick, automobiles, newsprint paper and output of cotton goods by finishers, as well as bookings of steel castings and the footage of building contracts awarded.

Trade and financial indicators showed an increase in the amount of savings in New York State banks, while postal savings and the number of loans closed by the intermediate credit banks decreased.

Compared with June, 1924, industrial indicators showed increases in the output of silver, lead, southern pine and California redwood lumber, maple flooring, automobiles, steel barrels and maleable castings, as well as shipments of sanitary ware, bookings of steel plate, shipments of cotton-finished goods and building contracts awarded.

Decreases occurred in the production of Western pine lumber and face brick, and the bookings of steel castings. In the trade and financial indicators, savings in New York State banks increased over a year ago, while postal savings and loans closed by the intermediate credit banks decreased.

Mail-order Sales Show Gain

In retail trade spottiness is also marked. Mail-order sales in June exceeded those of May by 3.3 per cent and went ahead of June last year by 13 per cent. Chain-store sales for June fell 1.6 per cent below May but exceeded June a year ago by 16 per cent. The two combined gained 14.5 per cent over June, 1924, but were only 6 tenths per cent in excess of May.

For six months mail-order sales are 11 per cent ahead of 1924 and chain-store sales are 12 per cent larger, while

the two combined show 11.6 per cent gain. Sales of department stores for five months ending with May were only 1.2 per cent ahead of 1924 and small neighborhood retailers are claimed to have done not as well as did department stores. The inference from all of these figures is that while retail trade as a whole may be ahead of 1924, a great deal of business has gone through channels other than those used some years ago.

One of the industries which receded little, if at all, in the second quarter of the year, when others were inclined to slow down, was building. Permits for buildings in June at 158 cities totalled $326,094,988 as against $327,-321,364 in May and $255,852,107 in June a year ago. June, in fact, did not show anything like the normal reaction from May and earlier months. The result was that the second quarter's total of building was $1,077,185,346, a new high quarterly record and 25.7 per cent ahead of the like quarter of 1924. The six months' total, $1,899,-855,234, is therefore 7 per cent ahead of last year, a high-record period, the latter in turn having gained 7 per cent over 1923.

During the Next Three Months



THE months of August, September and October bring many Harvest Home Picnics and Fish Frys and "Old Home Weeks." They offer the retailer an excellent opportunity to tie up his advertising with the spirit of the celebration.

At the time of the Harvest Home picnic you can hold a "Harvest Sale" or a "Harvest Home Sale." During this sale the store should be appropriately decorated with sheafs of grain, fruit, etc. and the windows given over to exceptionally sized yields of products from farms in that locality. Use light brown price tickets as a color scheme for advertising and decorating.

If your town has an "Old Home Week" when former residents of the town are invited to visit their old home, you will want to dress your windows for the occasion. An attractive window in sentiment with the week can be made by using the following idea:

Inquire among your customers if they possess old school pictures. Such pictures of pupils of different grades are usually taken on the closing day. After you have obtained the loan of several of these pictures place them in your indow, close up to the glass. Mark them with name of school, its teacher and year taken. Next chip from song book the words and music of "Home Sweet Home" and hang in window, and through the window place picture of family and home life, interwined among streams of bunting or color. If possible substitute historical pictures of your city for those of home and family life. Across the window hand neatly lettered streamer "WELCOME HOME FORMER———— CITIZENS. Do you recognize *in these pictures many of your former playmates or neighbors?"*

Such a window will breathe with sentiment and memories which will attract both visitors and residents.

Accounting Problems

By Bernard Marx

THIS new department will be conducted by Bernard Marx, well known as an expert accountant and analytical auditor, who has made a name for himself for his sound and simple methods. He will be glad to discuss any problems submitted to him either directly or through the "Crockery and Glass Journal." Communications regarding this department may be addressed to Bernard Marx, Room 204, 1 Madison Ave., New York, N. Y. Every publication nowadays conducts some kind of a question and answer columns. There are "Advice to Lovers," "Questions on Manners" and the popular "Health" Columns. What the doctor tries to accomplish, for the individuals seeking good health we wish to fulfill in this department for the man who has a "business ailment." Just address your inquiries to the editor of this column at the above address and watch this space for the answer.

In greeting you folks may I remind you that every progressive merchant is confronted with individual business problems that requires a wise solution whose importance with relationship to their bearing on the policy of a business can not be too greatly stressed. Mistakes are made which take time to rectify. Know what to do and how to do it at once. Readers of this periodical need not hesitate in their queries for questions will be individually answered.

A proper set of books is essential to every business, small or large. The owner who tries to do without books will have a sad awakening sooner or later. In my experience I found that many a promising business ended in failure because books were not kept and the owner lost himself in a financial maze. A set of books need not be complicated. In fact simplicity is most desirable. A cash book, journal, sales record (for charge accounts) purchase book and ledger suffice for the average business. They can be arranged so conveniently that the proprietor can maintain them in his spare time, or, if business warrants it, a bookkeeper may be employed. A periodical audit by an expert is advisable as a safeguard.

All this can be operated at comparatively little lost and certainly at a saving, compared to possible losses sustained through lack of system.

I shall say some more about accounting methods in the lines covered by this magazine later on.

Question: I have a small cash and carry business book. Do I need a regular cash book? All my sales are shown in the cash register.

Answer: You need a simple record of all cash received and disbursed. Use your check book for a combined cash-and bank book. Make a payment only by check and deposit in the bank daily an amount equaling the total of your receipts recorded in the register. Enter the amount of the deposit on the left

margin of the check book and add it to the already existing amount of bank balance. Deduct total of checks drawn from this figure and you arrive at a new balance. Post your general ledger directly from check book as shown below.

SPECIMEN

July 1, '25	Bal.:	$620.25	Check 300	
"	Deposit	316.00	.. ..	$10.00
		$936.25	Check 301	
			.. ..	5.00
			Check 302	
Checks		115.00	.. ..	100.00
July 2, '25	Bal.:	$821.25		$115.00

In Season—Now



SCHOOLS open soon—in most communities around the first of September. Keep this in mind for your advertising—especially to parents who have children of school age.

A very good and inexpensive suggestion is to offer inducement articles of school use to every purchaser of stipulated amounts (generally $1 to $2) during the days preceding the first school days. For instance, your advertising could announce that with every such purchase

On Monday	could be given..	one lead pencil
" Tuesday	" " " .. "	ruler
" Wednesday	" " " .. "	eraser
" Thursday	" " " .. "	tablet
" Friday	" " " .. "	pen wiper
" Saturday	" " " .. "	pencil sharpener

You can readily select a list of inexpensive inducement articles by turning to a stationery catalogue.

Trade Conditions More Favorable Than in 1924

In discussing the general business conditions, the Guaranty Survey says that increasing confidence characterizes the situation. "Although the usual mid-summer lull in many of the import branches of production and trade is in evidence, it is less pronounced than was anticipated earlier in the season. And as an indicator of future trends it is over-shadowed by such factors as the improvement in the prospective crop yields, the advances in stock and commodity prices, the firmness of money rates and the unusually active movement of seasonal goods.

"In comparison with the situation last year present conditions appear in an especially favorable light. Nearly all indexes show greater activity in production and trade than a year ago. Indeed, in some lines the recession of the last few months has given way to expansion, in spite of seasonal influences. With business more active than was generally expected a few months ago, it is probable that, barring a reversal of the present favorable crop prospects, more than the usual quickening of activity will occur in the autumn.

"But neither in the temper of the business community nor in the current relation between production and consumption is there any indication of a menacing over-expansion," the Survey proceeds. "Purchasing by dealers is still on a thoroughly conservative basis. If comments on 'hand-to-mouth' buying are less conspicuous in current reports than formerly, it is because the avoidance of inventory speculation has come to be regarded as a sound business policy, rather than a sign of uncertainty and hesitation. Moreover, it remains true that some of the clearest indications of active trade are in these lines which reflect the movement of goods into final consumption."

U. S. to Query Cities on Returned Goods

Questionnaires have been sent to retail organizations in twenty-five cities by the Domestic Commerce Division of the Department of Commerce for the purpose of securing information from both retailers and customers on the returned goods evil.

A. Heath Onthank, chief of the division, has assigned Miss Ada Lillian Bush, a member of the staff, to handle the job. It is expected that the information will be compiled by fall and then published in bulletin form.

Retail secretaries will receive three different questionnaires; one to summarize the replies of individual merchants; one to be distributed to individual retailers and the other is a form letter to be sent out by the secretary to approximately seventy-five women and twenty-five men.

Merchants will be requested to answer the percentage of returns totals cash, charges, c. o. d. will call and other sales, each class being given individually, and approval transactions being omitted; departments having the largest percentages of returned merchandise, the covering charge of returned merchandise; whether there is a standard practice imposing a time limit in which goods may be returned; the retailers' opinion of the causes, in percentages, which lead to merchandise being returned; suggested remedies to reduce the practice; whether a reduction in volume of returned goods would mean lower prices to the consumer, increased profit to the retailer through decreased expenses, loss in volume of sales and various other questions.

Customers, in the letter, will be asked whether a store should take back an article which is not defective or a misfit; whether a time limit of three days would be fair, and whether the customer would have greater confidence in a store with a liberal, practically unrestricted return policy, or one with a nonreturn policy, unless the cause of dissatisfaction is a matter within the stores' control.

Business Active Throughout Country

Business conditions throughout the United States, as measured by the reports of Federal Reserve agents in the various districts, continue to reflect a fair amount of activity in most basic lines. There have been some declines in factory production and employment, but distribution of goods and commodities is on a large scale, bank debits in most sections are large and ample funds are available to carry on the nation's commerce. Crops are in good condition in the great producing sections of the West and for the first time in years can be marketed with local credit facilities, avoiding a strain on the great financial centers of the East.

Richard L. Austin, Chairman of the Federal Reserve Bank of Philadelphia, reports that production in basic industries and factory employment in the third district continued to decline in May and there was a further recession in wholesale prices. Some improvement in retail trade occurred in June, hot weather having stimulated sales of many products. Railroad freight shipments in the Allegheny district continued to increase, and check payments also reached a large total. The volume of building in the district has fallen off after reaching record levels in March and April, but new construction is still above the levels of 1924 and 1923. The market for most building materials, however, continues unsatisfactory.

The Federal Reserve Bank of Cleveland reports that the absence of any general recession such as occurred last year at this time is the most noticeable feature of the business situation today. Seasonal declines in activity have taken place, as might be expected with the approach of Summer, but the general level of activity is distinctly higher than a year ago.

One of the features of the present situation is the policy of conservative "hand to mouth" buying, as opposed to "forward" buying such as formerly prevailed. There are several causes for the present policy, among which may be mentioned the greatly improved transportation situation, insuring prompt deliveries, the fact that productive capacity in many lines is ahead of demand, tending to a buyers' market, and the memory of 1920-21, when merchants were left with large accumulations of goods which had to be sold at a loss.

Prospects in the Fifth Federal Reserve District depend largely on the weather. Early farm work got off to a good start, but dry weather in April, cold weather and frosts in May and hot, dry weather in the first half of June delayed seed germination of the principal crops. Fruit prospects are worse than a year ago and the boll weevil is menacing the cotton crop in South Carolina and much of North Carolina. On the other hand, bank debits show that a larger volume of business is passing through the banks of the leading trade centers than was the case a year ago. Labor continues to be well employed, and some improvement has been reported recently in the coal fields of the district.

Recent changes in the Middle West, as reported by the Chicago Federal Reserve Bank, consisted for the most part in agricultural developments, such as the lower wheat estimate and frost damage to fruit, corn and potatoes, followed late in June by a generally better outlook for corn. There was little improvement in the coal industry in Illinois and Indiana, production being abnormally low. In the steel trade for the district new business arrived in fair volume, although shipments slightly exceeded current orders. The automobile output declined, but was considerably ahead of a year ago, and sales were well maintained. Construction still is large and savings deposits reached record high levels.

Considerable irregularity featured business in the St. Louis district, with weather and crop conditions the chief determining factors. Rains have proved beneficial to most of the important crops. In the steel industry a slight increase in production was reported. Sales of automobiles, drugs, chemicals, dry goods, clothing and hardware were larger than a year ago. Activity in the building trades was well maintained, and the freight traffic of the railroads continues in satisfactory volume.

The Kansas City Federal Reserve Bank reported encouraging progress in the production of farm crops at profitable prices. In mineral production, lead, zinc and the precious metals continued along the high levels of the year and with larger production than a year ago. Crude oil output was reduced, but there was more activity in new development work. Recent financial developments disclose no change from the "easy money" conditions that have prevailed in the district for several months, and it has not been necessary to obtain Eastern money for the financing and marketing of crops.

What Is Profit?

Profit, according to some of the old school arithmetics, is the difference between the price which a merchant pays for an article and the price for which he sells it. Some merchants and accountants call it gross profit.

In modern trade language both are wrong. Only a small part of the difference between the cost price and the selling price is profit. Out of the difference must come the expenses which sometimes absorb from ninety to ninety-five per cent of the entire margin.

How numerous these expenses are, is indicated by the following list suggested for study by the National Distribution Conference organized under the auspices of the Chamber of Commerce of the United States.

Wages, rent, heat, light, power, telephone, supplies, cost of capital, bad debts, freight and cartage, losses due to markdowns, returns and pilfering; unknown losses due to other causes and mistakes; deliveries, selling on approval, small purchases, long credits, styles demanding a wide variety, taxes, size of territory, decentralization of purchases by merchant and consumer, turnover, buying by the merchant in small shipments and broken packages.

If the retail merchant succeeds in meeting all these costs out of the margin between buying and selling prices, what is left is profit. If not, he is out of pocket and out of luck.

New Designs in Shapes and Patterns Will Be on View August 15th

JOHN DAVISON

INCORPORATED

14 Barclay Street New York

Handsome Line of

LAMPS

with Silk and Parchment Shades

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

W. MOORCROFT, Ltd.
Art Pottery

ADDERLEY'S, Ltd.
China and Earthenware

STEVENS & WILLIAMS, Ltd.
Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

A READY SELLER

Blue and White Canton China

Complete stock for immediate delivery at pre-war prices Also Gold Medallion Nankin and Chop Suey China. Porcelains for Lamp Mounts, Etc. Write for Price List.



Blue Canton Dinnerware

SOY KEE & CO.
Direct Chinese Importers
7-9 Mott St. Chinatown New York

Wire and Metal Store Fixtures of Quality



No. 331 (Patented)

Elevated Plate Rack

This is one of the best racks for displaying plates, and takes but little counter space.

Folds up closely for shipping.

Wood base mahogany finish. Tinned wire strong and durable.

Other Sales Producing Fixtures

Rubber covered easels
Platter racks
Salad racks
Punch bowl hooks
Plate easels
Cup and saucer racks
Fruit set rack
Plate hangers
Price card stands
Ticket holders

A complete line of wire and metal store fixtures. Guaranteed to do the work they are built to do.

Send for Catalog No. 35-B

J. B. Timberlake & Sons Co.
Jackson, Michigan

June Mercantile Trade Exceeds Previous Year

Wholesale and retail business in the Second Federal Reserve District in June, as indicated in reports of sales made to the Federal Reserve Bank of New York, made a distinctly favorable showing in comparison with June of last year. While department store sales averaged 4 per cent larger than a year ago, this gain was largely the result of one more selling day in June this year than last year, and sales, adjusted to a workday basis, show an increase of less than 1 per cent.

In the case of apparel stores sales were 8 per cent larger than a year ago. Chain stores showed an unusually large increase, 22 per cent, due in part to an increase of 16.2 per cent in the number of chain stores reporting, but reduced to an individual store comparison there was a gain of 17.3 per cent in the aggregate. Aggregate sales of 200 representative wholesalers showed an increase of 16 per cent over June last year, when wholesale sales were the smallest reported in three years.

For the first half of the year the increase in department store sales, amounting to 3 per cent, was also slightly below the normal. As stocks of merchandise, however, showed approximately the same increase, the rate of turnover was virtually unchanged from last year. This rate varied widely from New York City, where sales were nearly double the average stocks, to the smaller cities, where sales averaged 112 per cent of the average stocks.

Comparison of sales by departments, both for June and the six months, revealed particularly large increase over last year in silks, luggage and leather goods and shoes. In June men's clothing and furnishings also made a good showing, while for six months the largest increase occurred in radio business, due to heavy clearance sales.

Prices Firmer, Buying Faster

Firmer commodity prices, a better demand for many products, together with growing forward buying for the fall season and a much better activity in general business than was the rule a year ago are the principal features stressed in the weekly trade reviews, which are decidedly optimistic in character. R. G. Dun & Co. declare that conditions are sound and that there is a solid basis for future expansion.

Discussing this point, the review says:

"Even now, despite seasonal restraints, operations in certain lines, as in steel, textiles, footwear and hides, are broadening, while the position of different sellers is strengthened as markets become steadier or tend upward. Narrow profit margins continue to occasion complaint in some industries, but for eight consecutive weeks advances in wholesale quotations have predominated and more than one-half of this week's increases in Dun's list are in other articles than foodstuffs. Among the commodities which have recently reached higher levels are copper, lead, zinc, tin and hides. With the closer balance that exists between production and consumption, buyers find fewer offerings available at concessions and in numerous instances can only obtain supplies by raising bids. No scarcity of goods is indicated, however, and purchases are still mainly for moderate-sized lots to cover immediate or early needs. That the aggregate of such commitments is very large is shown by statistics which measure the volume of transactions, bank clearings being unprecedented and freight car loadings surpassing all previous records for this season, with one exception. Irregularities in the commercial situation remain rather prominent, but constructive influences outnumber retarding factors, and reports from leading cities and the principal trades are distinctly encouraging."

Bradstreet's, while a little less optimistic in tone than Dun's, still points out the favorable developments as follows:

"The seemingly contradictory report as to general trade is that it is of summer quietness, but that at the same time it exceeds a year ago at this date by a good margin. Filling in orders make up the current buying from jobbers, but that a good volume of forward orders have been placed is indicated by the reports that shipments of fall goods are being made, these advices being confirmed by heavy increases in miscellaneous and less-than-carload lot loadings over one year ago. Grain shipments, on the other hand, are smaller than a year ago, reflecting the smaller winter wheat crop. Mid-summer 'sales' occupy retailers, with favorable reports from larger concerns but some complain from smaller distributers. Industry, generally speaking, is no more active than in recent weeks, but at the same time is considerably better off than a year ago. Building, which made a new high record for a half year at a majority of the country's cities, New York being a prominent exception, is with its related lines about the most active of the so-called constructive trades. Rubber manufacturing is at capacity, stimulated by the advance in raw material."

Plan Leipzig Trade Base

An American national selling and buying base on the "Street of Nations" is a plan presented yesterday to the American Leipzig Fair Association, which has offices in the Woolworth Building, New York. Howard E. Greene, secretary of the association, said that a tentative sketch of the American building had been made and that according to present plans it would be converted after the fair into a permanent centre for American trade in Leipzig.

The American building will be surmounted by a tower which is planned as a fac simile of the tower on Independence Hall, Philadelphia. It will be the headquarters of all American exhibits at the fair.

J. C. Penney Plans to Open 100 New Stores

The J. C. Penney Co., New York, operating a chain of department stores, plans to open 100 new stores before the close of 1925, which will bring the Penney chain up to 679 locations. Of the 100 new locations, seventy-eight have already been secured. Eight new stores were opened during the first six months of this year.

The Penney company expects gross business for the current year to reach $90,000,000, as compared with about $74,000,000 in 1924.

CAUGHT IN THE NEWS NET

AFTER completing several weeks of intensive work placing orders for the opening of the china, glass, lamp, housefurnishing and toy departments of the Kerr D. G. Co., Oklahoma City, Okla., Robert Slick who will have the management of these departments which will be operated by S. J. Honig Blum & Co., left for the above city last Friday. He will stop at Zanesville, O., enroute to place some additional orders before proceeding on his way. The china, glassware and housefurnishing departments will be located on the seventh floor of the Kerr company's new building the formal opening of which will take place on September 1. The departments will occupy a space 92 x 180 sq. ft. and will be handsomely fitted up in every respect. Aside from this, considerable space will be given over to Mr. Slick's lines in the bargain basement. Mr. Slick is anxious to get back to headquarters to line up his assistants and have everything in readiness for the opening.

Fred C. Reimer of the Fred C. Reimer Co., importers, who has been in Europe for sevral weeks putting his O. K. on new fall lines from the various factories represented by his concern in this country, is a passenger aboard the *Reliance* due to arrive in New York, August 7th.

"Sid" E. Thompson, president of Copeland & Thompson, Inc., planned to sail to-day, Thursday, from England on the Doric, which will land him in Montreal about August 8th. He is expected to reach New York on the 10th. Mr. Thompson has been visiting the factory in Staffordshire.

J. Aldrich, manager of the lamp, glassware and china departments of James McCreery & Co., New York, has been confined to his home for the past week by illness. He is expected back at his desk on next Monday.

R. H. Yarwood, buyer of china and glassware for Beir Bros., Niagara Falls, N. Y., has been buying in New York. He leaves Friday, July 31.

Miss L. Krauman, buyer of glass and china for L. B. Bamberger & Co., Newark, N. J., left Wednesday, July 29 for a trip of two or three weeks to the British West Indies.

Wm. L. Lawrence, buyer of china and glassware for Killian Co., Cedar Rapids, Ia., leaves New York Friday night July 31. He has been in that city since July 23rd

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Miss Regina Keegan, in the New York office of the Cambridge Glass Co., is spending her vacation at Miller's Point, L. I. Mrs. O. C. Graham is assisting her husband during Miss Keegan's absence.

The Akers Glass & China Co. is a recent Wilmington, Del., incorporation to handle china and glassware. Capital stock, $15,000.

Buck Corp., dealers in toys, was recently incorporated in New York, 25 shares, $100 each; 75 common, no par value; by G. H. and F. C. Buck.

Wm. S. Pitcairn, head of the Wm. S. Pitcairn Corp., who has been in Europe for the past two months on a combination business and pleasure trip is expected home Friday aboard the *Berengaria*. He is also expected to have some advance samples of his new fall lines with him.

L. E. Hellman, president of the Rosenthal China Corp., returned home last Thursday after several months spent at the Rosenthal factories in Europe. Chas. Weiss of the concern who is also abroad will return in about a month. As a result of their trips, there will be some interesting new additions to their lines on display for the fall trade.

Lewis R. Werner, formerly connected with Nathan Straus & Sons, Inc., is now covering the southern territory for the Herbert Glass & Import Corp. Mr. Werner is well known to the trade and we feel sure he will continue his success for Herberts.

John J. Miller of Maddock & Miller, Inc., leaves on Saturday accompanied by Mrs. Miller for a five weeks' sojourn at Spring Lake, N. J.

George Higginson with Johnson Bros. returned on Monday after a two weeks' stay at Atlantic City with his wife and family.

A. G. Allgrim until recently connected with the Outlet of Providence, R. I., is now covering the New England states for the Herbert Glass & Import Corp. This undoubtedly is pleasant though surprising news to his many friends.

The information has been received here that a bond issue of $1,000,000 will be placed on the market within a few weeks, following the sale of the Tiedtke Bros., department stores at Toledo, O., to H. Kobacker & Sons Co. The tentative plan calls for the issue to cover a period of 13 years. The purchasing interest paid $2,200,000 cash for its new store.

OBITUARY

Conrad L. Meyer

His many friends in the trade will regret to learn of the death from apoplexy on Monday, July 27, of Conrad L. Meyer, well known manufacturers agent for bottle factories and for many years New York manager for the Cumberland Glass Co., and the North Baltimore Glass Co. At the time of his death he represented the Salem Glass Co., F. E. Reed Glass Co., and the Scott Warman Co. Mr. Meyer maintained an office at 2 Hudson St., and had been in the glassware business for thirty-five years. He was in his sixty-sixth year. He leaves besides a widow, one son, Roland Edward, a well known concert violinist. He was a member of Fortitude Lodge No. 19, F. and A. M., Fort Green Council No. 1048 R. A., Camp Prospect, Modern Woodmen of America and the Brooklyn Saengerbund. Among those who attended the funeral services at his home on Wednesday night were Paul Joseph, New York agent for the Duncan & Miller Glass Co., and several of his former associates in the bottle trade.

Samuel C. Downs

It will be a shock to the New York trade to hear of the sudden passing of Samuel C. Downs for the past three years connected with the Taiyo Trading Co., the Japanese importing house, as city salesman. He was on his vacation at Portland, Me., when he was seized with an attack of heart trouble on Saturday, July 25th. He was taken to the General Hospital in that city and died there early that evening. Mr. Downs, who was sixty-four years of age, was an old timer in the trade. Before his association with the Taiyo Trading Co., he was with the Vodrey Pottery Co., of East Liverpool, O., and later with Nagoya Seitosho, Ltd., Japanese importers. His funeral was held Monday night, July 27, at a funeral chapel in Mt. Vernon, N. Y. Interment was Tuesday at Cypress Hills Cemetery, Brooklyn.

Changes in the Physical Properties of Glass by Heat Treatment

Results of investigations which have been carried on for the past two years by the Bureau of Standards, Department of Commerce of the United States, show that by changing the heat treatment of glass during the process of manufacture, the density and refractivity may be materially altered, and other properties can be greatly changed.

Since the physical properties of glass are subject to changes of considerable magnitude during the final stages of production, even when the composition and methods of melting are carefully controlled, these results will prove valuable in many problems in the manufacture of both optical and commercial glasses. They should aid in preventing many losses heretofore unavoidable, and make it possible to increase the strength and durability of such articles as bottles, window glass, glazed and enameled wares.

Glass Wages Remain Practically Unchanged

Further joint conferences between the glass manufacturers and committee representing the American Flint Glass Workers Union in progress at Atlantic City, have accomplished little or no change in the wage list.

The Punch Tumbler, Stemware and Engraving departments failed to reach an agreement and no arrangement was made for future conferences.

The Chimney department agreed to work at the same scale of wages as now in force with the privilege of either side giving the other two weeks notice for another conference.

There was no change made in the Caster Place department wage list but some changes were made in some move and working rules.

The wage list and rules of the Chemical branch of the Caster Place department were referred to the manufacturers and workers interested with a view of making such changs as the conditions in this branch warrant.

In the mold making department no change was made in wages, but a change in ratio of apprentices from 50 to 33⅓ per cent was decided upon.

Issues New "Lavinite" Price List

Because of the increased production during the past year of "Lavinite" pottery items, manufactured by the Art Industries, Inc., with show rooms at 225 Fifth Ave., New York, the firm have issued a new price list which will give to the trade the benefit of this saving. This new price list which includes many objects will be of intense interest to dealers. Among the numbers are lamps, vases, bowls and numerous smaller articles suitable for the Gift Shop trade. The beauty of "Lavinite" pottery lies in its unusual metalic coloring and its decorative element is established through this attractive feature.

Prague Fair to Be Held from September 6 to 13

Preparations are being made for the eleventh international fair at Prague, to be held from September 6 to 13.

According to reports from Prague, the participation of the Czecho-Slovak industry will not be behind that of previous fairs as the number of applications is already approaching 2,000, covering a space of nearly 20,000 square meters.

The largest exhibit is afforded, as usual, by engineering including machinery of all kinds, tools, hardware, enamelware, cycles, etc.

The second largest space will be occupied by the wood industry, furniture and pianos, glass, china, fine ceramics and toys will occupy the whole centre of the Palace of Industries. The participation of the textile industry, cotton goods, linen goods, woolen goods, carpets, lace, embroideries, trimmings, as well as of clothing will probably remain on the same level as usual. The same is expected regarding leather and leather goods, boots, shoes, gloves, fancy leather goods, foodstuffs, liqueurs, chocolate, preserves, etc., musical instruments, fancy goods and stationery.

The outstanding features of the coming fair will be the Radio Fair Wireless Exhibition, the Sports Goods Fair and the Forestry Exhibition.

June Volume Up In Philadelphia

"Preliminary reports indicate that the volume of sales in June will exceed that of June, 1924," according to the Philadelphia Federal Reserve Bank. The sudden hot weather at the opening of the month particularly stimulated a number of departments of retail trade though it probably retarded others. Some of the lines in which sales were accelerated are silks, wash voiles and broad cloths, bathing suits and accessories, underwear, children's and infants' dresses and street and house dresses.

"Store managers report that merchandise in manufacturers' hands is sufficient for all needs and in women's dresses is larger than usual at this season. Price concessions can be obtained to clear surplus summer goods in a number of lines and when obtained are passed on by advertised sales to the consumers. Otherwise quotations are unchanged.

"During May, sales decreased 3.9 per cent as compared with May, 1924, but it must be remembered that this year there was one les sselling day. Departments making gains include silk, women's dresses, underwear, including petticoats, and men's furnishings. Men's clothing, however, decreased sharply. Sales in shoe stores were satisfactory, showing a gain of 9.3 per cent. The only cities which showed an increase were Chester and Lancaster.

"The demand for hosiery, though still good, has slackened. This is especially true of seamless silk and rayon hosiery for women, the inquiry for which had been greatly stimulated by an unusual demand from Great Britain. Manufacturers of full-fashioned hosiery for women continue well supplied with orders and plants are running at capacity. Fancy half hose for men are in fair request and novelties for misses and children also are called for.

"Prices of hosiery are unchanged and raw materials, on the whole, have varied but little. Stocks of finished hosiery are from light to moderate and either stationary or decreasing.

"In this district 122 mills report that in May production decreased 5 per cent as compared with April."

Dollar's Buying Power 62.3 Pre-War Cents

Professor Irving Fisher, of Yale University, announced Sunday, July 26, that last week's prices averaged 160.4 per cent of the pre-war level. The purchasing power of the dollar was 62.3 pre-war cents.

Crump's index number was 151.9.

Index numbers for the last five weeks follow:

	Fisher	Crump
July 26	160.4	151.9
July 19	160.5	152.1
July 12	159.3	151.5
July 5	158.9	151.4
June 28	159.5	149.6

Best Values in
JARDINIERES
Vases, Candlesticks, Bowls and Novelties
SEE YOUR JOBBER OR WRITE US



THE BRUSH-McCOY POTTERY CO.
ZANESVILLE, OHIO
N. Y. OFFICE—COX & CO., 120 FIFTH AVE.
We make the "LINES THAT SELL."

Salesmen's Convention Plans Under Way

Plans for the annual convention of the National Council of Traveling Salesmen to be held on September 1, 2 and 3 are being licked into shape according to a statement made this week by William G. Adams, executive secretary, in charge of the national offices in the Hotel Pennsylvania. The slogan adopted is "For Bigger, Better Business" and spokesmen for nearly a million traveling salesmen will meet in this city at that time to map our a program a year ahead to promote the carrying out of this idea. Selling methods will be a feature of the discussions.

According to present arrangement the association memberships to be represented at the convention by delegates include the following industries:

Associated Lighting Equipment Salesmen, Associated Chicago Salesmen, Associated Millinery Men of America, Boot and Shoe Travelers' Association, Carpet and Upholstery Club of Chicago, Chicago Corset Salesmen's Club, Cincinnati Traveling Men's Association, Cleveland Garment Salesmen's Association, Eastern and Middle West Travelers' Association, Empire State Corset Club, Far Western Travelers' Association, Garment Salesmen's Association, Hardware Boosters Association, Jewelry, Leather and Fancy Goods Salesmen's Association, National Board of Tobacco Salesmen, National Piano Travelers' Association, New England Corset Club, Ohio Corset Salesmen's Club, Pennsylvania Corset Club, Salesmen's Association of the Paper Industry, Southern Travelers' Association, Southern Shoe Salesmen's Association, Tennessee Travelers' Association, Textile Travelers' of America, Upholstery Association of America, Wall Paper Travelers' Association and Wholesale Granite Salesmen's Association. Also the National Association of Men's Apparel Clubs, with which is affiliated the Men's Apparel Clubs of each State group.

The major part of the three day convention will be taken up with discussion designed to improve general business prosperity. The discussions will be led by some of the nation's biggest business men, as well as officials from Government departments in Washington whose work has to do principally with domestic commerce and distributers.

One issue which is certain to come up is the direct house-to-house selling method. Members of the National Coun-

Prices Lower Than Last Season

FRENCH PAPERWHITES

Our Quality Service Price

True Grandiflora Type—
Now Arriving

	1 case up per 1000	10 cases up per 1000	25 cases up per 1000
12-15 c/m, 1250 per case	$15.00	$14.50	$14.00
13-15 c/m, 1250 per case	19.00	18.50	18.00
14-16 c/m, 1000 per case	21.50	21.00	20.50
15 c/m up, 900 per case	22.50	22.00	

Packed and F. O. B. New York. Full honest grades and pack. No "baby cases" or "trade sizes," and no extra charges tacked to invoice. Prices subject to prompt acceptance.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

cil of the Traveling Salesmen's Association are dead set against this type of distribution; they consider it not only inimical to the traveling salesmen's interest but costly to retail and wholesale business generally and not without its dangers to the housewives of the nation. This was stated in no uncertain terms by William G. Adams, executive secretary.

There is a good deal of interest in connection with the election of national officers to serve for the ensuing year.

The incumbent president is A. M. Loeb, a delegate of the National Association of Men's Apparel Clubs. He has served as the national leader of the traveling salesmen for the last four years and has declared positively that he will not serve again. Up to now, however, no sentiment has crystallized for a successor, and the general feeling seems to be that A. M. Loeb must be prevailed upon to again accept the presidency.

The number of delegates to attend the convention is estimated at from 3,000 to 4,000. They will come from Maine and from California, from the North and from the far Southern points. It was stated that the National Council is organized like the United States Senate, with equal representation of each trade or territorial group regardless of its numbers. All voting is done by the official delegate-representatives of the constituent associations, but the delegates may express their individual preference and do not vote as State units.

Drafting Resale Price Bill

A bill sponsored by both the Chamber of Commerce of the United States and the American Fair Trade League, and designed to legalize the standardization of resale prices, will be introduced at the next session of Congress, according to the announcement made recently by the joint committee appointed to draft this measure. The committee met today at the New York office of the United States Chamber of Commerce and after an all-day session gave out word that the text of the proposed bill probably would be made public within two or three weeks.

R. R. Ellis, of Memphis, director of the Chamber of Commerce of the United States and a prominent wholesale drug manufacturer, presided at today's meeting. The other members present were: Charles H. Ingersoll, president of the American Fair Trade League and president, C. H. Ingersoll Pen Co., of Newark; F. B. Caswell, National Counsellor of the U. S. Chamber of Commerce and vice-president of the Champion Spark Plug Company of Toledo; A. L. Gifford, chairman of the Board of the Worumbo Company, New York; C. Mahlon Kline, president, Smith, Kline & French Co., Philadelphia; Dr. Lee Galloway, vice-president of the American Fair Trade League, and Professor of Commerce and Industry at New York University; Mason Trowbridge, Esq., General Counsel, Colgate & Company; W. H. Crichton Clarke, Esq., of the law firm of Duell, Anderson & Duell, of New York; J. Newcomb Blackman, president of the Blackman Talking Machine Company, New York; W. L. Crounse, Washington Representative of the National Wholesale Druggists' Association; Edmond A. Whittier, secretary-treasurer, American Fair Trade League.

Budgets and Business

Budgeting is rapidly becoming as common a business term as profit and loss, with both of which it appears to have much to do, according to a report of the Department of Manufacture of the Chamber of Commerce of the United States.

The survey discloses that industries have many methods of budget control but the purpose is always the same —the projection of business planning into the future. It gives the essence of the practice of a number of large representative companies as a guide to others.

"A distinction between the budgetary practices of industrial companies and the federal government," says the report, "will be noted from the descriptions of the plans of representative companies. In the case of the federal government definite sums are appropriated for the various departments. In the case of corporations budgetary amounts are in the nature of standards against which actual results are compared. It is true that frequently in the case of advertising and new construction funds are definitely established but this is not the case of the budgets of the several operating departments."

Although methods of corporation budgeting differ the conclusion is virtually universal that it pays.

Moreover, the increasing use of budgets mark constant advance in better business management.



WHAT THE POTTERIES ARE DOING



THE general situation in the semi-porcelain dinnerware industry shows little change this week over that previously reported, and production is considered about the same as noted for the previous week. Some of the manufacturers do not look for increased activity in demand until the latter part of August when the fall buying season begin. The larger plants in this district are operating on rather active schedules, but some of the smaller potteries are still inactive in many departments. Buying for immediate requirements is low just now, yet in some instances orders are being received for future shipment, and in somewhat increased volume. Many department stores that will feature special August sales have already received their dinnerware. Only a few salesmen are on the road, and travelers will not go on the road until next month to solicit fall and winter business. Some of the manufacturers are adding an occasional pattern to their lines and these will be shown by the salesmen on their next trips.

It is the general opinion of all the manufacturers in this district that plant operations will show a noticeable increase during September, and that during the last quarter of the year practically full production will result. The record of production of all plants in the western district during the last five months has been below normal, an average of from 65 to 75 per cent being maintained when the district is considered as a whole. Potteries outside this district have been operating on fair schedules, but even the output of these potteries has not been up to normal.

It is believed here that the summer meeting of the United States Potters' Association which will be held at Trenton, N. J., Aug. 18-19, will prove to be one of the most interesting mid-season sessions ever held. No denial is made of the fact that a number of matters of vital importance to the trade as a whole will be discussed. Some of the manufacturers from the western district will motor to Trenton, while others will make the journey by train. Several reports of work that was to be taken up since the last meeting in New York will very likely be made at this special meeting.

General business with the hotel china manufacturers continue to show improvement, according to reports received from that branch of the industry this week. The majority of these plants are operating on practical normal schedules, and with favorable future business now on the order files. The jobbing interests in this line are buying in rather liberal volume, both for current and future requirements.

The D. E. McNicol Pottery Co., has been making a special feature this year of its calender plaque line, which has been a staple with this firm for some years. The jobbing interests have been rather active in pushing this specialty this year, and as a result the business is equaling that of former years. New designs are being shown on the line, and shipments will begin to go forward early in the fall.

Satisfactory conditions are reported at the plant of the Globe China Co., Cambridge, O., which is closely identified with the Atlas China Co., Niles, O. The first glost kiln has been drawn at the Cambridge plant and the decorating and warehouse departments are now being placed in operation. This means that the company will be making shipments within a fortnight. A number of new decorations have been added to the Globe line of dinnerware.

Albert Pickin, manager of the western offices of Palm Fletcher Co., accompanied by his wife are now in Europe, the former combining business with pleasure. He will be away from the district for about two months.

"The hand-to-mouth buying that has been prevailing during the last five months is the most unusual situation experienced in this district at any time during the last 25 years," declares one of the local manufacturers this week. "We have never experienced such a situation, and I am of the opinion that the time is near at hand when all distributing agencies will be compelled to anticipate stocks in larger volume than they have in the past."

The Niloak Pottery Co., Denton, Ark., reports that business with that interest is just fair, so far as the Niloak art line is concerned, but that the demand for its full line of stoneware is more active than in previous years. The stoneware plant of this company is working to capacity, and considerable overtime is required in order to obtain sufficient production of stoneware to take care of orders. Inquiries for the Niloak art line are increasing, and the outlook for a strong fall and holiday business is declared to be good. Paul E. Cox, head of the Ceramic Engineering Department of the Iowa State College, Ames, Iowa, has been engaged by the Niloak Co., to do research work this summer. The company is working out several new lines that will later be shown in addition to its present line of art ware.

Plants of the Homer Laughlin China Co. here, are working in very active schedules, the six properties of the company now being in good production. The new No. 6

(Continued on page 30)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



GENERAL business with some of the flint glass factories this season is declared to be better than that for July a year ago, although it is admitted while orders are not large for the flint line, they are more numerous. As a general rule the retail trade has not been stocking shelves as was formerly the custom, rather buying only enough merchandise to care for immediate requirements. As a result, the manufacturers have been compelled to carry larger stocks in factory warehouses than has been their custom at any time since the close of the war. Blown and stemware factories are reporting a rather good demand for the general line, although the general run of tableware is not in as good movement as it will be later in the season. Such summer specialties as ice tea sets, lemonade sets, and similar items have been selling well all through the season, and many distributors have been duplicating their former orders. Lighting glassware is in very fair demand, and where building activity is pronounced, it is noticed that the best orders come from that particular section. There is some new inquiry concerning lines for fall, as far as the portable lines are concerned, and probabilities are that this trade will become more active within the next few weeks. Soda fountain and summer drink glassware has been selling well all season, the jobbing interests being very liberal purchasers of the entire line. With the summer vacation period ending, more factories are now in production.

"Quality products appear to be in active demand," declared H. M. Hughes, vice president and sales manager of the H. C. Fry Glass Co., Rochester, Pa. "We might say in this connection that business is generally fairly good, particularly for this season of the year, our operations throughout the first six months of the year and to the summer shut down was generally quite satisfactory." This company has made a number of new additions to its line for the fall trade. Among these items is a fruit reamer, which has been received enthusiastically by the trade. It is made in Fry heat resisting glass and is made to handle all sizes of fruit, from a lime to a grape fruit. The capacity of the reamer is nearly one pint of juice which eliminates "slopping over." A new barrel shape stemware line has also just been placed on the market, and is known as the No. 7531 of this factory. Another addition to the line of this factory is one of gold incrusted stemware and tumblers, and this line is to be had in crystal, emerald and golden glow colors, with both white gold and regular gold incrustation in the standard Minton and Rambler Rose patterns. The decoration is placed on the quality Beaver Valley lead blanks, and the line as a whole is one of the most attractive ever designed by this factory.

E. J. Verlie has been named as assistant secretary of the Illinois Glass Co., with offices at Alton, Ill. This action was taken at the last meeting of the board of directors.

The new factory of the Co-operative Glass Co., Corydon, Ind., which has been in course of erection for several months is nearing completion. The company has begun operations with a force of about 100 employes, the production being lamp chimneys. This company was formerly located at North Vernon, Ind., and when its factory was destroyed by fire, a new location was sought.

Glass salesmen returning from the York state territory report that the new twelve-story addition to the Sibley, Lindsay & Curr department store, Rochester, N. Y., has been finished. The floor space is equal to 22 acres, making the store one of the largest department stores outside of the New York City district. The new addition added eight acres of floor space to this store.

"The present condition of the glass industry is entirely seasonable," according to the view of J. M. Payne, Jr., president of the Dunbar Flint Glass Corp., Dunbar, W. Va.

Bids are being received by the First National Bank, St. Clairsville, O., on the machinery and equipment of the Davies Glass & Mfg. Co., Martins Ferry, O. The Davies Co., erected a new plant on the former site of the plant of the Haskins Glass Co., Martins Ferry, and the most modern equipment was installed. After a brief career the company ceased production, the affairs of the corporation reached the courts, and now the sale of the equipment has been ordered.

Several new patterns have been added to the line of the Bonita Art Glass Co., whose plant was removed to Huntington, W. Va., some months ago after the company suffered a loss by fire at Wheeling, W. Va. The new items consist of hand decorated ware and gold encrustations, and a complete line has been placed on display in the sample rooms of Cox & Co., New York City. "We are very busy and orders are coming in satisfactorily," declared Otto Jaeger, secretary-treasurer of this company.

Glass manufacturers hereabouts have been informed of the intent of the Sears, Roebuck interests to open another retail store, Evansville, Ind., being chosen as the site.

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Interesting Additions to Lines of Cambridge Glass

A NEW console set, distinctive enough to please the most critical, is one of the additions to the lines of the Cambridge (O.) glass Co., shown by O. C. Graham in the company's New York office, 184 Fifth Ave. The set consists of a large, gracefully modeled rose jar and two candle sticks. They come in satin finish with rose design etched through in various colors. The jar has cover and base in ebony black and candle sticks may be had either plain or in dolphin style. Colors are green, amber, amethyst, and night blue. A new luncheon set, complete in glass, is etched, with gold band decoration or with the gold band alone. Another new etching appears in salad sets, stemware, cheese and cracker, sandwich trays and console sets. There are two elaborate designs which are most effective in the delicately tinted glassware. These same etchings combined with gold bands make a rich and appealing decoration. Colors used are amber and green. New stemware, graceful to a degree, has been worked out from the never failing resources of this prolific company. The line comes in amber, green, amethyst, crystal and peach blow, on a narrow optic shape with a new etched gold band in simple design. The peach blow by the way, is another innovation, an addition to the color list. It is delicate yet deep and rich and altogether lovely. New three-piece vanity sets, two colognes and large puff box are also to be seen in the company's show rooms. These are etched in rose design, or have narrow gold bands or heavy gold encrustations, combined with a new ridged effect on the foot. Still another "new" creation is an octagonal relish dish with heavy, rich gold encrustated rim .

Crescent China Co. Introduces New Shape

The Crescent China Co., Alliance, Ohio, has recently gotten out a new shape called the Josephine. This characterized by a new fluting in narrow and wide effect and has almost the effect of an embossment. On this new shape are several attractive border designs. One employs three pink roses with blue morning glories, interspersed with green leaves and touches of brown scroll work. Outside of this is a band of golden brown with a gold edge. Another pattern consists of a band of ivory broken by conventional panels, one wider alternating with a narrower one. The larger panel employs flowers in pink with gray leaves on a black background with touches of blue and deeper ivory. The smaller panel shows two tiny blossoms of the same colors. Another design consists of a large informal spray in pastel shades, a large rose, pink and blue leaves and another smaller bids in pink with a blue centre and one in blue and green with pink centre. These are nestled among green blue leaves with a small blue flower on each side and a blue hairline adds to the decoration. Another narrow border in band effect consists of panels of conventional motifs alternating with pink roses with touches of blue, ivory, tan and blue.

Westmoreland Glass Co. Introduces Tulip Sherbet

Dainty new sherbets simulating delicately shaded tulip blossoms, wide open, are the latest innovation of the Westmoreland Glass Co., Grapeville, Pa. They are made in mat-etched glass in blue, orchid and yellow. They are modeled in such a way that the depth of color shades from the center of the bowl to the edge, giving the effect of an exquisitely tinted real blossom. They are made also in cased glass and transparent glass with colored stem and feet. There are also new cigarette holders with ash tray bottoms in transparent colors, green, blue and amber, also decorated with copper wheel engraving in ship design. Another decoration is a group of playing cards done in colors. New fancy glassware in candy boxes, sandwich trays, crackers and cheese, console sets and salad plates come decorated in shades of pink, green and Mephisto red, robins' egg blue and a lovely new shade called Poudre blue. These are decorated with a band showing a new ladder design in gold through which shows crystal glass. These attractive new numbers are being displayed by the New York representative of the Westmoreland company, Horace C. Gray, 200 5th Ave.

Ebeling & Reuss Introduce New Boudoir Boxes

Ebeling & Reuss, 707 Chestnut St., Philadelphia, are showing a very attractive item, their "Madame Pompadour" boudoir boxes, which come in three dainty models, each in three sizes and in four colors, and are ornamental and quite useful as a powder box or for a number of other purposes. They have already booked a very large business on them. In fact they can accept new business only for September or later delivery. They also have a surprisingly attractive line of other inexpensive novelties suitable for gifts or prizes, for instance, a line of ivory toned vases and flower holders daintily decorated with birds of bright plumage, also a large number of other new and attractive items.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

IN a store like Stowell's, for instance, the unaesthetic male would have a hard time expressing his prejudices against the beautiful. As the trade well knows, the selection of glassware for that store is both tasteful and done-with-an-eye-to-what-the-public-will-take. Then, when it is placed on the counters, there is not one counter here for a person who wants something plain and inconspicuous, and another for the one who wants the brightest colors, and another for the one who wants the finest quality of glass and workmanship and another for the one who wants what she used to buy there ten years ago. All the different types and purposes of glassware are placed together, with plenty of kaleidoscopic contrast and no obvious plan, except that the goods are the best of their kind. The customer of set ideas is bound to readjust some of them, and the atmosphere of the store is such that she is in the mood to call on a saleswoman to solve the puzzle. There is no deliberate intention to bewilder the customer, but there are enough subtle juxtapositions of wares to make her mind plastic and receptive. A store like Stowell's disarms prejudice without robbing the customer of her privilege to make a satisfactory choice.

The Westmoreland Glass Co. have placed samples of their new "high sugars" and "high creams," with their New England agents, H. P. & H. F. Hunt Co. Among the other recent items of the same make are the pressed candy jars done after Sandwich models, the stippled gold decoration on Lotus pattern candlesticks and bowls, the puff boxes, the ash-tray cigarette holders with etched ships, and the relish set with eight parts and cocktail center.

George M. Turner, who was absent from Raymond's four days arranging to take over Sweetser's stock, has moved his desk to the front of Raymond's basement, where it is lighted through the sidewalk of Washington St. A picture department is being put in where his desk used to be. Several dry goods counters have been annexed to the growing glass and crockery section.

C. E. Leech, sales manager of Jones, McDuffee & Stratton, is spending two weeks at Sagamore on Cape Cod. He will return a week from Monday.

Harry Waldman of the United China Co., 39 Portland St., is summering with his family at the Riverside Hotel, Millis, Mass.

J. E. Norcross, manager of Jones McDuffee's hotel department, will be back from his vacation on Monday.

Sweetser's store, Portsmouth, N. H., has disposed of its crockery, glass and housefurnishings to Raymond's, Inc., of Boston. Sweetser's plumbing and heating business having expanded to take up the entire establishment.

The new china, glass and housefurnishings buyer at The Outlet, Providence, is Mr. Wild. He comes from St. Louis.

Cyrus Kellstrom, for many years a salesman for the late James H. Turner, and for the past two months associated with William Huntoon at 93 Federal St., has gone into the insurance business.

Robert W. Corey is back at his office at Young's Hotel, having spent a week at Bretton Woods, in the White Mountains, where he played some golf.

Miss Katherine Barry returned Monday to her desk at Houghton & Dutton's from a fortnight's stay at Oak Bluffs, her customary summer resort.

Park E. Quinn recently spent four days on a trip to the factory of the Canonsburg Pottery Co., which he represents.

S. M. Averill, buyer of lamps for Jordan Marsh Co., has been taking his vacation.

C. A. Clark is showing samples of the smart fluted soufflé dishes made for the first time in this country by the Hall China Co., at a lower price than the imported kind; and of substantial looking shapes candlesticks, match holders and ash-trays by the same firm done in agreeable tone of green.

The Paden City Pottery has a combination teacup and sandwich-plate-saucer, available at Hunt's either in plain white or mottled luster.

The National Broom Manufacturing & Supply Co. has been incorporated at Worcester for the manufacture and sale of brooms and brushes; capital, $25,000; incorporators, Lorenzo J. Vaurdeuil, James Moreschi and Herbert L. Dow, all of Worcester.

The Home Accessories Co., Worcester, household accessories, has been incorporated at $100,000 by Strabo V. Claggett, Newton; David C. Lash, Shirley and George F. Booth, Walter Enoch and Howard M. Booth of Worcester.

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Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

NEW YORK CITY is a Mecca for cosmopolitans seeking enticing specialties in china, glassware, lamps and household utilities for the summer cottage, bungalow or more elaborate home. Department stores and shops vie with one another in attractively displaying these articles at popular prices to hold the attention of visitors in the city who are desirous of procuring useful articles for the hot weather season. A few of their offerings are listed here. Among them are imported china dinner sets open stock pattern of thin clear white china, with beautiful borders in colored conventional designs, priced at $49.50, offered by Stern Brothers. These sets have gold line edges and matt gold handles. The designs are in blue, rose and ivory. In the same department on the fourth floor are also being displayed beautiful beverage sets, at $4.95 consisting of clear crystal lead crackled glass large covered jug, six tumblers to match, six colored sippers, and basket tray of colored wicker with glass bottom over unique cretonne. These make a lovely addition to summer service equipment, and are excellent value at the price mentioned.

In a window which promotes garden accessories, shown by Lewis & Conger, there is shown an assortment of willow garden baskets, fully equipped with the necessities to develop and care for lawn, and shrubbery, and for carrying fresh cut flowers. These are of green willow holding cord, fork, scissors, trowel, measure, etc., and are of suitable sizes to conveniently carry these necessary garden tools, which are always needed when the housewife takes a personal care of her plot or shrubbery.

The Woolworth chain stores are showing some excellent values in imported china cups, saucers, pitchers and various other useful table necessities displayed in attractive window arrangement. The cups and saucers are fine decorated, some with blue stripes on a white background, and others in luster effects with blue, green and orange having contrasting linings. The quaint little pitchers have unique Dutch designs with scenes and figures. Summer glassware also has its fascination, in delicate seasonable coloring, including glasses, vases, pitchers, etc., all inducements at Woolworth prices.

H. C. & F. Koch & Co. announce rare values in glassware and china. Beautiful orange and gold encrusted glassware, including bowls, mayonnaise sets, cheese and cracker dishes, jugs, etc., priced at $2.95 each are splendid examples of this delightful glassware at a modest price. Fifteen piece beverage sets at $2.24 for the set, of light cut glass, one tall covered pitcher, six tumbler, six sip spoons with glass inlaid tray make up a most fascinating set for the summer home. Sanitary glass jars for butter at 12 cents each, mixing bowl sets at 64 cents, luncheon sets of 31 pieces, American porcelain service for three people at $2.89; encrusted stemware at 79 cents each; light cut stemware, goblets, sherbets and fruit salads at 15 cents each, are a few of the specially priced glass items in this announcement sale.

The significance of a number of lamps forming a decorative scheme of the interior furnishing of an attractive morning room, is artistically demonstrated by Arnold Constable & Co., in an unusual window. The seven lamps are so well placed that the number is not inconsistent with the arrangement of the room. Colonial designed tables occupy the sides and back of the room on which these lamps are placed. The lamps are colonial style, of glass and pottery and the shades are unusual in decoration, hand painted in marine blues and greens. The old time brigs in color and black decoration on the parchment background of the shades produce a pleasing effect. Period sewing tables of splendid design add to the attractiveness of the window feature.

Several windows shown by the Crystal Shop, feature lovely lamps and china refreshment sets. A variety of imported lamps is an important exhibit of beautiful glass with dome shaped globes decorated in very unique designs in silhouette figures, representing cupids and birds. These lamps come in three colors. The rose and blue are particularly novel with the black figures against the white background. These unusual boudoir lamps are priced at $4.95. Other imported lamps include pottery types and a splendid style in Tokinabe ware. The refreshment sets occupy a window of their own, and are enticing in the summery coloring. Fascinating basket holders in harmonious colors for holding the glasses and pitcher, which are of blue, green, white and crackled effects, are serviceable for the porch, lawn or veranda. China tea sets of willow and other designs, add to the appealing numbers of specialties well displayed.

Thrifty housewives will be interested in the sales demonstration held at John Wanamaker's of the "Kelvinator" a recent device for electrifying the refrigerator. This electrical home equipment is a revelation in the ice saving problem. It is said that the "Kelvinator" will preserve edibles, effectively retaining their flavory tenderness and crispness. The "Kelvinator" is installed in four styles of refrigerators in the Wanamaker exhibit. Every modern home is wired for electric devices, and the installation of the "Kelvinator" is a simple matter. Here's where the call of the ice man can be eliminated.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

THE first of a series of Summer Gift merchandise displays opened on Monday of this week at the Morrision Hotel, where the Eastern Importers and Manufacturers have taken over the eighth floor for a two weeks' show. Among those showing are Ferdinand Bing & Co., Cassidy Co., Fulper Pottery Co., Charles Hall, Inc., K. & O. Co., Koscherak Bros., Rehburger & Saul, E. R. Theiler, and S. Craig Preston & Co. On next Monday a one week exhibit will be opened at the Sherman Hotel, where three entire floors will be devoted to the Annual Chicago Gift Show. This is by far the largest and most important event in the gift trade and there will be many displays of glassware, china, lamps and art goods. This will be followed by Gift shows in Kansas City, Philadelphia and at San Francisco.

The wholesale business in the Middlewest is improving daily as the Fall season approaches. Some of the larger wholesale displays and exhibits of manufacturers representatives have been visited by more buyers during the month of July than for the corresponding time a year ago, according to members of the local trade. Business conditions as a whole are sound in the middle west and there is every indication of a good Fall season. The total volume of sales by the larger department stores in this section of the country, while generally considered below normal for the Spring season, were, as a matter of fact, larger for the first six months of this year than for any other similar period on record, excepting one year following the war, according to statistics published a week ago.

Chicago's retail stores are entering into their Annual August sales of furniture, usually the biggest furniture bargain season of the year, and a time when a good volume of dinnerware and glassware as well as lamps, is turned in the big department stores. While these sales do not officially open until the end of this week, most of the stores are holding advance showings of the August sale offerings, and taking orders for delivery during August.

The Commonwealth Edison Co., a public utility company with an extensive merchandising department, is holding their annual midsummer sale of lamps and electrical kitchen equipment including percolators, irons, electric stoves, pots and pans, and a wide line of glass and metal art goods. One special offered by this company this week is a complete bridge lamps of metal with silk shade for $6.75.

In the Burley Shops this week English Queensware is being featured. One set of 52 pieces of dinner service is being shown at $25 in a "sale of month-end reductions."

The Davis Store made a special this week of all metal smoking stands with colored glass ash receivers, usually $3 sellers, at $1.25. Other items of glassware such as lemonade sets, ice tea sets with covered pitchers were offered at substantial reductions.

Leo Suskind, representing the K. & O. Co. is displaying his line of metal and art goods at the Morrision Hotel, Chicago, this week and next.

R. J. Bernard, representative for the T. A. McNicol China Co., East Liverpool, O., left Chicago last week, after displaying his wares for three weeks at the Chicago Furniture Mart.

According to figures revealed last week, seven of the leading loop stores will pay taxes this year on personal property valued at $11,000,000. Thus a basis of figuring the valuation of the leading Chicago stores can be ascertained, as the tax assessors usually tax on the basis of 1/5 to 1/3 of true valuation.

(*Continued on page 30*)

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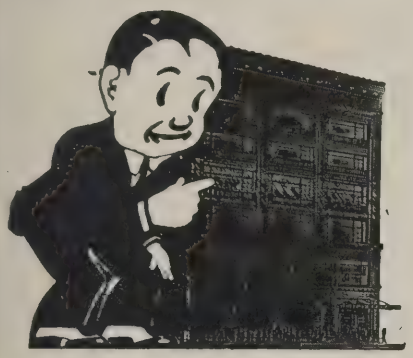
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CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



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We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

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Fine Dinnerware and Fancy China.
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W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars
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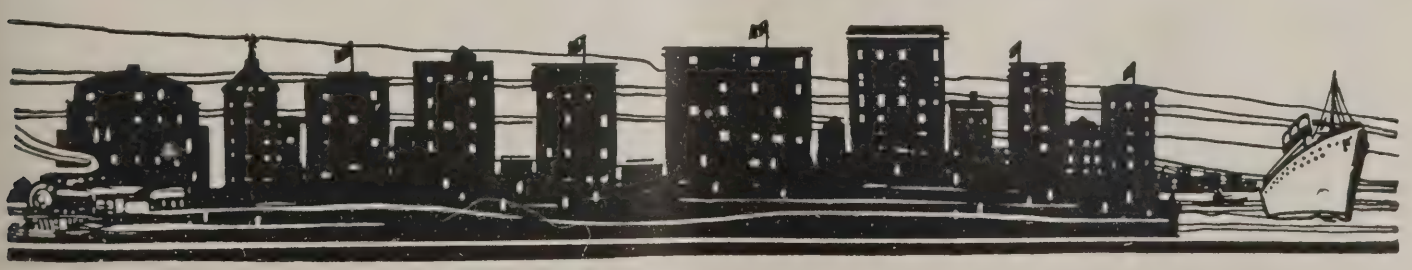
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POSITION WANTED

THOROUGHLY experienced salesman of imported china and glassware desires connection with first class concern. Wide acquaintanceship throughout the trade. Unquestionable references. Box 489, care CROCKERY AND GLASS JOURNAL.

FOR SALE

FOR SALE.—One Pangborn sand blast table, Type L.D., size 84, serial 124209. Practically new and in first class condition. Can be bought at a bargain. Inquire, The Globe China Company, Cambridge, Ohio.

The Chicago Market

(*Continued from page 28*)

The damaged caused to the plant of the Kernes Manufacturing Co., manufacturers of lamps and shades, by fire recently has been estimated under $10,000. This prominent lamp concern, located at 1400 N. Halsted St., was only temporarily interrupted in the course of their business, as new quarters and temporary plant were secured immediately. The blaze at the factory routed the employees and held up traffic on Halsted Street for more than an hour.

The Union Wrought Iron Lamp Co., at 667 W. 14th Street, Chicago, has been organized and incorported. The capital stock of the concern is placed at $12,000 and the owners are Herman H. and Maurice H. Spertus and Ben. Polisuk. The company is engaged in making lamps and shades.

The Active Furniture Co., 421 E. 63rd St., is a newly incorporated retail furniture and housefurnishing store. The capital of the company is $3,000 and the owners are Emanuel Pilot, Isreal Pilot and T. Meltzer.

Glass Factory Activities

(*Continued from page 24*)

Should the company continue to open branches, glass salesmen declare that this department will have a wider distribution for this line of merchandise.

The capital stock of the Puget Sound Glass Co., Anacortes, Wash., has been increased from $75,000 to $99,000.

With a capital stock of $25,000, the Murphy Glass Corp., has been formed at Hawley, Pa., by George W. Murphy. The company will be identified with the cut glass industry.

Announcement has been received by the trade here that the Becker, Ryan Department Store, Englewood, Ill., has concluded the purchase of the housefurnishing goods department of the Phillips Furniture Co., of that city. The purchasing interest will continue the glass and china lines.

The Hocking Glass Co., Lancaster, O., has awarded the contract for the erection of another one and two-story addition to its plant at Lancaster to the Austin Co., of Cleveland, O.

For the purpose of doing a jobbing business in both glassware, domestic pottery and china, the Akers Glass & China Co., has been formed at Philadelphia, Pa., according to advices received by the trade here during the last few days.

What the Potters Are Doing

(*Continued from page 23*)

plant, which was recently opened, and having a battery of tunnel kilns has been engaged steadily ever since it was placed in commission. The general line of this company is in good demand and prospects for a continued steady run throughout the year are very bright.

"From all present indications we are going to have a very heavy fall business," declared J. W. Mackey, sales manager for the Smith-Phillips China Co. Mr. Mackey explained that the demand for their new open stock patterns is good, and that department store buyers are anticipating merchandise in larger volume for early fall shipment than was experienced a year ago this season. All of the new open stock patterns are being shown on the new Princess shape of this firm.

James Shaw, general manager of the Illinois China Co's. plant at Lincoln, Ill., has returned to his desk following a business trip through this district. This plant has resumed operations, following a July holiday, and judging from the volume of business the firm is now receiving, business conditions will be satisfactory during the last months of the year.

According to reports received from the Zanesville (O.) district, the manufacturers of art pottery are preparing for a good fall trade. The majority of these concerns have livened their art lines with several additional items, both in design and glazes, and these are to be shown the trade within the next few weeks. The stoneware plants in this territory are in very fair production, and plants are working on just slightly under normal schedules, it is said.

Boston News Notes

(*Continued from page 26*)

Thomas E. McCaffrey, formerly head of a department store at Attleboro, died there last Saturday.

New business establishments are the Franklin Furniture Co., 11 Franklin St., Stoneham, and the Camera & Gift Shop, 1512 Hancock St., Quincy.

Did You Ever Stop to Think?

By E. R. Waite,

Secretary, Shawnee, Okla., Board of Commerce

That many people do not appreciate as they should the stores of your city.

That the careful housewife wants dependable merchandise, and at reasonable prices. The stores of your city have it. It is not necessary to order by mail or go to some other city to trade, and help build the other city.

That your stores carry large stocks of seasonable merchandise, and the quality of goods offered makes the purchasing power of your dollar greater than in any other city.

That the owners of your progressive business concerns are public spirited and progressive. They always do their part toward the civic betterment of your city. Do you do your share?

That you can find where to buy extraordinary goods at extraordinary prices by reading the advertising columns of the home newspaper.

That the business concerns of your city can satisfy your every want. They make it their business to give service. There is no excuse for trading elsewhere.

That no one should handicap the business and buying power of the home city by spending their money away from home.

That successful business concerns are a great asset for any city. Without them you wouldn't have a city.

Better business builds better cities. Help make your city better.

Exports Go Up, Imports Down in 1924

The foreign trade of the United States for the year 1924 was marked by a continued increase in exports, and a decrease in imports, says Chauncey D. Snow in the foreword to "Our World Trade in 1924," a 31-page statistical review issued by the Foreign Commerce Department of the National Chamber.

The export trade of the United States, last year amounted to $4,591,000,000, the booklet says, an increase of $423,000,000, or 10.2 per cent, over the total for 1923. Exports by parcels post, for the first time reported separately, were valued at $21,420,000, and the imports by parcels post amounted to $107,189,000.

Included in the topical discussions are: the trend of exports and imports, gold and silver exports and imports, principal exports, noteworthy gains in exports to Europe, and exports and imports by customs districts.

Copies of the review are obtainable on application to the Foreign Commerce Department, Chamber of Commerce of the United States, Washington, D. C.

Quality is *your* chief asset, too

YOUR volume of business is swelled by a reputation for giving quality in the materials you distribute. It is incumbent upon you, then, to assure yourself of the presence of this vital factor in the materials you purchase. The reputation for reliability of R & H Ceramic Chemicals, Minerals and Oxides is your safest guide.

For nearly half a century these superior products have given full satisfaction. Their contribution to the advancement of the decorative arts has been a full measure of quality.



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Interesting Sketches of Old Glass

Fifteen hitherto unpublished sketches by Deming Jarves of lamp and vase designs for the Sandwich Glass Co. made a few years before its closing in 1888, and some interesting instructions for one of his skilled workmen regarding firing of crown and flint glass, are reproduced in an article by Charles Messer Stow in the Boston *Evening Transcript* for July 3. They are taken from the only documents of the Sandwich Co. to come to light, and a notebook and pattern book now the property of P. J. McCarthy, Boston agent of the Jeanette Shade & Novelty Co., who obtained them when he was superintendent of a glass factory started in Sandwich after the dissolution of the Boston & Sandwich Co. Mr. Jarves gave formulas for red, orange, amber and yellow stains for crown glass and yellow stain for flint glass, "the result," he wrote, "of experiments and ten years' practice. I have no doubt you will succeed well. I trust to your honor in never divulging how you obtained these and likewise keeping them entirely to yourself." The designs, made about 1870, are all for blown glass, and not for the pressed or "lace" glass so highly prized today by collectors. The iron molds, Mr. McCarthy believes, were all taken by William Nye, a manufacturer at Bournedale on the Cape and melted down. The wooden molds were stored in the plant until 1906, when it was bought by Captain Robert Hammond, who dismantled it; the molds, Mr. McCarthy thinks, were used for firewood at that time.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *114 Fifth Ave.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Poszellanfabrik Fraureuth, Saxony. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

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The Representative Paper of the Industry
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CROCKERY, GLASS, HOUSE FURNISHINGS
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DOLLS AND TOYS
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Vol. 101 August 6, 1925 No. 6

AS THE EDITOR SEES IT

TRADE EXPANSION PREDICTED

"THE turn of the mid-year in 1925 has not been marked by those recessions in business which did mark both 1924 and 1923," Robert S. Binkerd, vice chairman of the committee on public relations of the Eastern railroads, and an authority in railroad matters said recently in a discussion of the outlook for the remainder of the year. It may also be said that activity is more generally diffused throughout the country and throughout nearly all forms of industry. Business transactions by checks show about a 10 per cent increase over last year, and this appears to be a fair measure of conditions as we turn into the second half of 1925.

IN short, we are coming nearer to national economic health because we are coming nearer to that economic center of balance which obtains only when the prices of various forms of labor and of commodities are more or less reasonable in their relationships to each other. European conditions appear to be slowly improving, and adequate capital and credit is in sight for all legitimate needs, whether domestic or foreign. Government crop reports, private crop estimates, reviews by the Federal Reserve and individual banks, and railroad carloading reports offer an unusually full picture of expected economic conditions for the balance of the current year.

THE winter wheat crop is about three-quarters harvested and is expected to show about 400,000,000 bushels. The estimates of the spring wheat crop to follow later vary from the Government estimate, of 254,000,000 bushels to private estimates as high as 276,000,000 bushels. The total wheat crop will apparently be around 667,000,000 bushels, against an estimate of 661,000,000 bushels by the Government last month and a production of approximately 873,000,000 bushels in 1924. Actual prices received will be considerably better than last year.

THE week's developments in the business field, while irregular, can scarcely be interpreted as affecting the major trend of trade, which now seems definitely on the up-swing. The statistical measures of trade and reports from the basic industries show conclusively that the volume of business June and July, the months which marked the lowest points of last year's depression, was on a much higher level this year than it was a year ago. The current trend of prices, in general, together with the appearance of forward buying in many markets, is laying the foundation for the usual upturn in the last six months of the year. It is likely, however, that the upward swing will be less precipitous than it was a year ago. Starting from a higher level and with business in general guarding against overproduction, which is conceded to have been the cause of the slowing down in the earlier months this year, there is no reason to expect any sharp increase in industrial output soon.

STOCKS of goods are low, but not abnormally so. There is no great vacuum to be filled and in many lines of business merchandising policies have been readjusted so as to eliminate the carrying of large stocks and as much forward buying as possible in order to lessen capital investment.

Learning from the Chain Store

IN a recent address before a National Association of Retail Merchants, by Howard Nelson Taft he outlines a number of instances where the average "storekeeper" can learn from the chain store. The latter's policies and method of management are the result experiment and study and their results prove that the right lines have been followed in merchandising methods and that the psychology of the buying public can be understood and used to the advantage of the merchant. The address follows:

In considering competition of any kind there are two primary points that have to be taken into account—the advantages which one's competitor has by reason of his location, his method of doing business and various systems which he employs, and the advantages which are to be found on the other side of the fence, the weapons which one's competitor cannot use.

In short, the entire situation resolves itself into an analysis of the methods that are being employed in the competitive fight and the turning of as many of these as possible against the other man.

One of the big battles which is being staged at the present time in the retail field is that of the independent store against the chain, a conflict which is being rendered more and more serious because of the growing financial power of the chains and the fact that stores of this kind are being opened every day. There is not a single line of retail endeavor—from the newsstand to the giant department stores—which has not been "chained," and the latest list of organizations of this kind shows an expansion of this movement during the last year which is little short of amazing.

Bearing this in mind and remembering, at the same time, the financial backing which is behind the majority of chain-store organizations, the question naturally arises as to whether the future of retail business will find the independent store entirely eliminated or whether, by reason of certain very definite advantages which it possesses, it will be able to meet and check the advance made by its powerful competitors.

The experiences of the last decade have shown very clearly that the individual store, no matter in what line, has little to fear from the chain—provided it makes the proper use of the weapons which it possesses, weapons which cannot possibly be used by the chains, and also provided that it learns the lessons from the chain-store methods of management, organization, care in buying and rigid economy in operating expense that are obvious from an analysis of the success of the chain idea.

Before considering these, it might be well to emphasize the point that the chain stores themselves have had a most beneficial effect upon the independents who have had sufficient initiative to fight back with the same weapons that their competitors use.

It is necessary to look back only a few years to recall the physical condition of the average small store—the grocery, the hardware store or the drug store. As a rule it was dingy, dusty and unprepossessing. Its window was used as a catch-all for anything and everything. Its books were poorly kept—if they were kept at all—and its methods of salesmanship reeked of the days when Caveat Emptor ("Let the buyer beware") was the motto of every place where goods were sold across the counter.

Then a chain-store outfit came along and opened a bright, attractive, spic-and-span store next door or across the street. The independent storekeeper—for he was far more of a "storekeeper" than he was a "merchant"—had to do one of two things: Either curl up and wait for the Sheriff or clean up and go after business. Those who surrendered, those who sat back and wailed about "the competition of the chains" instead of doing something about it, were swept out. Those who made up their minds to fight soon found that the weapons of Satisfaction and Service, of individual attention to the needs of their customers and personalized supervision of their own business, the weapons of charge accounts and deliveries and telephone orders, were more than sufficient to offset the much-vaunted buying power of the chains. In fact, many progressive merchants of the present day openly declare that they like nothing better than to have chain stores select locations close by, so that, through intimate comparison of the two methods, their customers can become even more convinced of the desirability of dealing with a store which is a separate and distinct unit rather than a cog in a big machine.

Today there is far less talk of chain-store competition—and of that other bugaboo of the retail business, mail-order competition—than there was ten or even five years ago, for the weaklings are being rapidly weeded out and all the chain stores of the Nation were last year credited with doing only 8 per cent of the total retail business of the United States. This, however, does not mean that chain-store sales were not sufficient to cause alarm, for 8 per cent of $42,000,000,000 represents $3,360,000,000 which the independent retail stores failed to secure.

But it is not correct to say that this amount of sales was lost to the individually owned stores, for the reason that it never belonged to them. It was an opportunity which they failed to grasp, a prize for which they did not strive sufficiently hard, but they did not lose it any more than a man could be said to lose the prize in a race in which he merely jogged along while his opponent was putting forward every effort to win.

That's what a lot of stores are doing today—jogging along. But the pace is getting stiffer all the time, and if there is to be any hope whatever of getting the real prize at least some of the methods which are being used by the chains will have to be more widely adapted to the individual retail field.

These methods may be roughly summarized as:

A definite analysis of the market.

Extreme care in the selection and buying of goods.

Limitation of lines.

Limitation of service.

The handling of window and counter displays.

The training of salespeople.

Economies in operating service.

A complete system of records, coupled with a proper use of the figures secured.

It will be invariably found that no chain-store organization will select a location in a haphazard, hit-or-miss fashion. In the first place, if the chain is a large one, the entire country has been surveyed and certain markets have been mapped out as being the most promising. Then, after these have been determined, the cities and towns are surveyed and reports secured as to the buying habits of the people, their incomes and their prejudices. Finally, the business sections of each individual city are gone over very carefully and plans laid to secure as many advantageous locations as possible—the chains often working years in advance to secure an option on a site which they favor.

In Philadelphia, for example, I know of three instances in which chain-store outfits have their lines already laid to take over properties upon which the present leases will not expire for ten years or more. When the proper time comes, it is possible that the organizations may not exercise their options. But, meanwhile, they are protected against competition and can take over the stores if they care to do so at the end of the existing leases.

This, of course, is hardly possible for the individual store. The independent merchant usually has to take his location where he can find it, but there is no reason why he should not keep his eyes open for the future, why he should not instruct a reliable real-estate broker to keep in close touch with developments in the retail district so that, if he wished to do so, he can either enlarge his store or move to a better location.

In the analysis of the market—there is a weapon in the hands of the independent store which the chain cannot use: A concentrated survey of the trading radius of the store with a view to using newspaper and direct-mail advertising in the proper manner. How can a store expect to get a full one hundred cents return for every dollar spent for advertising if it is not thoroughly conversant with the needs and the desires of the people whom it is serving? How can it personalize and individualize its service if it doesn't know just what service is wanted? How can it build up trade in new lines if it is ignorant of the houses in which these lines would find a ready reception?

An excellent illustration in this connection, although the plan adopted was not that of a chain outfit, was recently outlined in the Retail Ledger in an article which told of the success which George F. Muth & Co. have had with a highly specialized idea in paint selling.

Every time one of their customers has his house painted —and it is easy to keep track of this through the sales in the paint department of the store—the Muth Company writes a letter to the owners of the two houses on each side of the one that has been newly painted and to the owners of the four houses directly across the street, calling their attention to the improvement which has been effected in the appearance of the property and to the increased value which a coat of paint has effected. Naturally the suggestion is made that precisely similar paint can be secured at the Muth store and an approximate price is mentioned for a duplication of the work. As a result, a surprisingly large percentage of new orders are secured.

The names of the house-owners close by are secured through high school students, who are glad to earn a little extra money in this way.

There is no reason why this plan should be confined to paint. It is just as applicable to radios, to sales of lamps, china or glassware or other articles which are comparatively high-priced. In every instance the man or woman who has just bought one of these would be very glad to show it to their neighbors and a personal letter to a dozen people in the immediate locality would be almost certain to pull an additional sale or two, in addition to laying a splendid foundation for future business.

When you come right down to it, this is only an example of carrying the chain-store market-analysis idea a step further—dressing it up and rendering it far more attractive with the personalized service which is possible only through the independent store. Few chain-store managers could put this plan into operation, because their hands are tied by the inflexible rules and regulations of their organization, and because they are given little latitude for originality. "Standardization" is the keynote of the chain's success, for, through standardization they lower expenses and keep overhead down to a remarkably low point.

It is the selection and buying of goods that the standardization policy of the chains scores one of its greatest victories, for the selection and purchasing of goods is not left to the individual manager, but is handled entirely from the central office and orders are placed only after a searching investigation into the sales merits of the merchandise.

There is little chance for the high-powered salesman, the man who relies upon his own ability rather than upon that of his goods, to secure a large order from a chain. Experts go over each and every piece of merchandise offered, dissecting it, analyzing it and finally deciding whether or not it should be added to the stocks of the different links in the chain. As a result, there is little left-over goods and few shelf-warmers. Even the seasonable articles—like Christmas-tree ornaments or bathing caps —are carefully stored away and brought out next year, together with the new stock. Because of this "sales" are practically unknown in chain stores. Stock doesn't have to be cleared out, and, as the lines are comparatively few and the goods are all sure-fire sellers, little loss has to be taken on markdowns, even in the clothing chains.

There are few individually owned stores, on the other hand, that could not profit by taking this leaf out of the chain store's book of management. It is not, of course, advisable for a store to limit its stock that any considerable prcentage of customers will have to be told "We haven't that" or "We're just out of it", but there is no

reason for the multiplicity of brands and the excessive duplication of items which is so often found.

That's one big lesson that the independent store can learn from the chain—to carry only goooods that will sell, stock only a few of them at a time and keep turnover turning. Manufacturers are deprecating the so-called "hand-to-mouth" buying policies of retailers at the present time, but isn't it far better to buy from hand to mouth than to sell only when the Sheriff tacks a big-typed notice on the door?

(*This article will be continued in a later issue of* Crockery and Glass Journal.)

Buyers in New York

August 3rd, 1925

G. H. Conn, toys, Louis Bergman, Altoona, Pa., 131 West 35th St. (Weill & Hartmann).

S. M. Averill, lamps, M. Martin, china, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave.

P. S. Lawrence, housefurnishings, Coyle & Richardson, Charleston, W. Va., Pennsylvania.

A. Kleist, china, glass, gift shop, W. A. Wieboldt & Co., Chicago, Ill., 315 4th Ave. (D. G. Alliance).

Miss M. Bryne, lamps, J. M. Hartley & Son, Fairmont, W. Va., 105 Grand St. (Jay Co.).

J. J. Cole, housefurnishings, James J. Cole & Co., Natchez, Miss., Pennsylvania.

T. E. Jackson, china, housefurnishings and toys, C. F. Jackson Co., Norwalk, O., Pennsylvania.

August 4th, 1925

H. D. Patterson, housefurnishings, china and toys, C. F. Jackson & Co., Findlay, O., Pennsylvania.

J. Dreyfus, housefurnishings, F. Goodman Co., Greenwood, Miss., 1150 Broadway (F. Lilienthal Co.).

F. V. Zug, china, housefurnishings and toys, Kaufmann's, Harrisburg, Pa., 1150 Broadway (F. Lilienthal Co.).

J. L. Hughes, housefurnishings, Wise, Smith & Co., Hartford, Conn., 105 Grand St. (Jay Co.).

Miss B. Roberts, gifts, L. W. Robinson Co., Battle Creek, Mich., 131 West 35th St. (Hart Flanagan Co.).

G. H. Guest, housefurnishings, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

L. J. Koster, china and housefurnishings, The Famous Co., Braddock, Pa., 105 Madison Ave. (Mdse. Reporting Co.).

L. J. Wagner, toys, J. N. Adam Co., Buffalo, N. Y., 17 East 39th St. (Asso. D. G. Corp.).

B. G. Newton, housefurnishings, Miller Bros. Co., Chattanooga, Tenn., 333 7th Ave. (J. M. Biggins, Inc.).

C. E. Stanley, china, lamps, housewares and toys, Strouss-Hirschberg Co., Youngstotwn, O., 1150 Broadway (F. Lilienthal Co.).

J. E. Grundy, lamps, R. B. Maxwell Co., Marion, O., 1150 Broadway (F. Lilienthal Co.).

A. J. Pollatschek, china and housefurnishings, The Famous Co., McKeesport, Pa., 105 Madison Ave. (Mdse. Reporting Co.).

F. L. Warren, china, Callender McAuslin & Troup, Providence, R. I., 159 Madison Ave. (Syndicate Trading Co.).

Mrs. N. H. Hoke, gifts, Rudge & Guenzel Co., Lincoln, Neb., 333 7th Ave. (J. M. Biggin, Inc.).

M. J. Stokes, gifts, H. S. Barney Co., Schenectady, N. Y., 315 4th Ave. (D. G. Alliance).

Miss E. Barth, gifts, Shriver, Johnson Co., Sioux Falls, N. D., Pennsylvania.

August 5th, 1925

H. J. Willis, housefurnishings, John Gerber Co., Memphis, Tenn., 11 E. 26th St. (Werring & Howell), Pennsylvania.

Mrs. M. K. Harrison, toys, silverware, E. G. Harrison Co., Barnesville, Ohio, 120 W. 32d St. (A. Fantl).

B. Loeb, toys, Dorfman's Dept. Store, Beaumont, Texas, Pennsylvania.

A. J. Spilker, silverware, Lederer Co., Chicago, Ill., 115 W. 30th St. (B. F. Levis).

August 6th, 1925

W. Spellman, housefurnishings, John C. MacInnes Co., Worcester, 432 4th Ave. (D. G. Union).

Mrs. C. H. Newman, cut glass and china, Miller & Rhoads, Inc., Richmond, Va., 432 4th Ave. (D. G. Union).

A. Moser, housefurnishings, china and toys, L. Pizitz D. G. Co., Birmingham, Ala., 115 West 30th St. (Ben F. Levis).

Miss Alice Fife, gifts, Lowin-Angell Co., Aberdeen, S. D., Waldorf-Astoria.

W. J. Barnes, housefurnishings, Burden Smith & Co., Macon, Ga., 11 East 26th St.

ACCOUNTING PROBLEMS

By Bernard Marx

Bank Balances

It is of the utmost importance to have a correct knowledge of one's bank account. No prudent person would go into a store to make a cash purchase without first ascertaining the amount of cash carried with him. Still there are many business men who trust to their good luck and issue checks without first determining the balance in the bank. The results are: N. G. notices to creditors and, if the performance continues, a bad reputation.

Sooner or later such carelessness has its sad aftermaths You wonder why your supply house cuts down your credit and you are simply "wild" that the bank does not care to renew your loan.

"Why should they be that way?" you question yourself. "Haven't I a good going business yielding fair returns?"—Yes, dear reader, that may all be true, but your creditors and your bank judge you principally by your reputation gained through bank dealings.

I'm not referring to the criminal abuser of bank balances. He will be soon found out and brought to justice. The careless, though honest business man, with whom this article concerns itself must guard himself from being classed among these frauds.

Usually when making banking arrangements a certain bank balance is agreed upon between the depositor and the bank officials. It is the depositor's duty, in justice to himself, that this balance be always maintained. It is very easy to do this. In last week's article I gave an outline for a simple procedure to always know one's bank balance. In connection therewith, a reader wants to know how he can check up the monthly bank statement. "The bank's total," he says, "is always different" from his own.

> Answer: This is only natural because your deposit and check records are entered in your check book at the moment of their occurrence, while the bank statement reflects your balance as result of transactions at the close of the month (or period) as recorded on the bank's books.

You will therefore have to explain to yourself the reasons for the difference, which is called "Bank Reconciliation." This is done as follows:

> You check each item of the bank statement with your check or cash book entries, and take a note of all discrepencies.

The bank may have deducted some collection—or out of town—charges, and may have added interest on your balance. Adjust your bank balance to the extent of these items and you will arrive at your true book balance. Let's say, that your balance before checking up was $2,418.16; the bank gave you interest credit of $4.12 and charged your account with $1. That changes your balance to

Tell your hotel prospects about this

A combination of Syracuse China and employee co-operation has greatly decreased breakage losses for the Hotels Statler.

Syracuse China is especially made for the difficult conditions it encounters in hotels. It is exceptionally durable, yet never bulky nor heavy. With ordinary care, Syracuse China lasts longer. With extra care, as given by the Hotels Statler, Syracuse China repays the effort with remarkable savings. All the Statler hotels use Syracuse China.

This economy, with the beautiful, regular and made-to-order Syracuse China patterns, gives this china preference among hotel men of direct benefit to you. It simplifies your selling, and wins you customers who will be so satisfied that you can count on their continuing and growing patronage. Write us for samples and prices.



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SYRACUSE CHINA

$2,421.28. You also found in checking that your last deposit had not been credited and that a number of checks had not been cleared through the bank. Your reconciliation would be somewhat like this:

BANK RECONCILIATION

My balance—June 30, 1925		$2,421.28
Less Deposit—July 1st, shown on my books as of June 30th		401.73
		$2,019.55
Add: Outstanding checks:		
No. 3416	115.00	
3419	23.50	
3426	1.00	
3427	149.28	
Total Outstanding Checks		288.78
BANK BALANCE July 1st, 1925		$2,308.22

Address communications and questions to Mr. Bernard Marx, Room 204, 1 Madison Avenue, New York City.

Half Year Trade Pleases the West

A better feeling existed in business and financial circles as a result of the satisfactory showing made by leading lines of trade for the six months of this year, which have sufficiently exceeded expectations to make a change in the ideas of those who have been pessimists. Various industrial corporations have declared good dividends on

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the six months operations and trade reports on the whole are more encouraging as to the future. The steel industry record for the first six months of this year is close to its high mark.

The fact that production in all lines of industry for the past six months was at a good average and in most instances in excess of last year, with the consumption keeping pace with production and with no accumulation of stocks, is considered as indicating a most healthy condition.

Operations of the steel industry in the Chicago district are around 20 per cent in excess of last year's, and while the mill output is cutting into tonnage on the order books at a fair rate, leaders in the steel industry believe that buying, which in a small way has featured operations of consumers for many months, will be enlarged.

Railroads are figuring on a fair tonnage in steel rails and track supplies, but are buying few new cars. The fact that purchases of new equipment have been light for so many months leads car builders to the belief that buying will enlarge in the later months of the year. Steadiness in steel values is noticeable.

Implement makers are in the market for the largest tonnage of steel since 1920, while automobile manufacturers, who are among the largest consumers of steel, are curtailing their output. A reduced production and an increased consumption of petroleum oil had a strengthening influence on values. Although this is the season for quietness in the general commodity trade, there were more buyers in the market for dry goods than last year and the general aggregate of sales compared favorably with last year. Retail and mail order sales are making a fair showing. At no time in years has there been the activity in building operations and as heavy a consumption of materials as at present, with indications of a record season for the entire building industry in Chicago and the West.

Chain Systems Increase Sales in June

Leading chain store systems registered big increases in sales volumes during the month of June, and some established new high records for sales. Most of these systems also showed increases for the six-month period of 1925 as compared with last year.

According to a statement issued by the F. W. Woolworth Company the increase in June sales compared with the same month last year was the largest gain reported for any month reported this year. Sales in June reached $17,920,420 as compared with $15,485,807 for June last year, an increase of 15.72 per cent. For the first six months of 1925 sales were $101,295,541 as against $91,292,291 for the corresponding six months in 1924, a gain of 10.96 per cent.

The outstanding feature in connection with the statement, it was pointed out, is that the older stores which have been in operation more than a year accounted for $1,599,143 of the increase in sales reported for June, or 10.63 per cent, while for the first six months of the year, the old stores accounted for $4,876,484 of the gain, or 5.34 per cent.

Company reports show gains from every section of the country and Canada with the largest gains from the West and Middle West.

The G. R. Kinney Company, Inc., reports sales of $1,553,719 for June, against $1,365,346 last year, a gain of $188,373 or 13.8 per cent. For the six months ended June 30, the company reports gross sales of $8,386,370 against $7,700,022, an increase of $686,348 or 8.91 per cent.

June sales of the F. & W. Grand 5-10-25-Cent Stores, Inc., amounted to $635,000 as compared with $474,034 for the corresponding month a year ago, an increase of $160,966 or 33.9 per cent.

For the first six months of the current year sales amounted to $3,255,971, which compares with $2,778,382 for the corresponding period last year, an increase of $477,589 or 17.2 per cent.

John T. Connor Company, of Boston, reports June sales of $1,199,923 against $1,179,126 last year, gain of $20,797 or 0.17 per cent. For the six months ended June sales aggregated $3,865,970 or $3,982,089, a decrease of $116,119 or 2.09 per cent.

J. C. Penney Company, Inc., showed a gain in June compared with June, 1924, and also for the first half of the year as against the corresponding period in 1924. The figures follow:

Sales for June, 1925, $7,022,025.24; for June, 1924, $5,628,383.73; gain for months, 24.76 per cent or $1,393,641.51.

Sales from January 1 to June 30, $35,653,618.12; same period, 1924, $29,665,201.72; gain for period, 20.18 per cent, or $5,988,416.40.

McCrory Stores Corporation report June sales of $2,188,716, an increase of $309,610 over same month in 1924.

Sales of $12,077,323 has been reached for the six months' business operation. An increase of $1,346,831 over a similar period last year.

S. S. Kresge report an increase of $1,419,708 in June sales over a year ago. In 1925 the June sales reached a total of $7,897,531.

For the six months ending June, the company reports an increase of $5,167,602, and sales for this period reached $44,513,590.

Immense Amount of Copper in Lighting Fixtures

More than thirty million pounds of copper are used annually in the United States and Canada in manufacturing electric lighting fixtures. This copper is largely utilized to make brass, a copper alloy, the material from which most household lighting fixtures are made but some of it goes into the making of bronze, the metal employed in the manufacture of very high grade specially designed fixtures.

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Dept. of Commerce Reports on Glassware Exports for June

Reports of Department of Commerce, through the Department of Foreign and Domestic Commerce, on Domestic exports of glassware, table and other, for lighting purposes from the United States show a slight decline from those of May, June exports by countries are as follows:

Countries	Table Glassware Plain Pounds	Table & other Glassware, Cut, or Engraved Dollars	Lamps & other Illuminating Devices Chiefly of Glass Pounds	Glassware n. e. s. Dollars
Denmark	—	50	—	772
France	—	—	—	11
Germany	—	2,124	—	1,236
Greece	—	—	—	28
Italy	—	—	—	6,050
Netherlands	235	—	—	28
Norway	—	—	—	266
Spain	—	—	—	19
Sweden	—	—	—	38
Switzerland	—	—	—	27
United Kingdom	12,625	331	10,782	1,357
Yugoslavia & Albania	—	—	—	—
Canada	23,137	3,362	9,744	71,899
British Honduras	80	—	—	51
Costa Rica	245	—	—	52
Guatemala	236	1	27	39
Honduras	181	151	—	241
Nicaragua	306	80	—	471
Panama	1,197	286	162	927
Salvador	—	—	—	189
Mexico	10,961	703	1,325	6,277
Newfoundland & Labrador	1,015	—	34	490
Bermuda	453	—	—	39
Barbados	—	—	—	—
Jamaica	246	140	43	75
Trinidad & Tobago	137	—	—	—
Other Brit. West. Ind.	320	10	86	40
Cuba	13,044	490	1,286	5,189
Dominican Republic	387	—	129	348
Dutch W. Indies	77	—	45	90
French West Indies	—	—	—	—
Haiti	535	—	110	60
Virgin Is. of U. S.	41	—	—	37
Argentina	922	—	30	230
Bolivia	16	—	—	187
Brazil	2,703	43	83	4,904
Chile	199	—	178	716
Colombia	2,008	48	76	2,990
Ecuador	98	—	16	—
British Guiana	87	—	22	—
French Guiana	84	—	—	—
Peru	526	—	443	578
Uruguay	36	—	—	121
Venezuela	48	—	26	496
Aden	—	—	—	39
British Indiana	60	—	—	312
Ceylon	212	—	—	—
Straits Settlements	30	25	—	89
China	56	247	—	210
Chosen	—	—	51	90
Java and Madura	—	—	—	—
French Indo-China	—	—	—	—
Hejaz, Arabia & Mesopotamia	30	—	—	—
Hongkong	400	—	27	59
Japan	535	—	—	58
Palestine & Syria	—	—	—	63
Persia	—	—	—	—
Phillippine Islands	6,769	14	432	245
Russia in Asia	228	—	267	87
Siam	—	—	—	—
Australia	27,583	3,777	453	3,526
British Oceania	35	—	80	—
French Oceania	158	—	16	52
New Zealand	5,907	14	247	1,724
Other Oceania	—	—	—	—
Belgian Kongo	—	—	—	—
British W. Africa	10	—	114	—
British S. Africa	1,368	909	654	203
British E. Africa	—	—	—	—
Egypt	—	—	—	—
Other French Africa	—	—	—	—
Liberia	—	—	—	—
Portuguese E. Africa	882	—	—	52
Total	116,448	12,805	26,989	113,377

Frosted Light Bulb Adopted as Standard

The globular shaped frosted electric light bulb, developed by the National Electric Light Association working with the Commerce Department, has been adopted as a standard article for ordinary incandescent household light purposes.

Five types of the bulb, which is radically different from the usual pear shaped lamp, are designed to take the place of forty-five types now on the market.

The Bureau of Standards has experimented with the new globes and has decided that the amount of effective light given is greater and that eyestrain is less.

The globular shape of the new lamp is held to have lighting advantages, and the frosting, which is on the inside, is designed to prevent collection of dust.

CAUGHT IN THE NEWS NET

ANOTHER wanderer to return to our shores this week is Fernand Desmaison, manager of L. Bernardaud & Co., New York importers of French china who is expected Saturday on the *Suffren,* after a two months' trip to France where he conferred with heads of the factory.

R. Williams, buyer of china and glassware for the T. A. Chapman Co., Milwaukee, Wis., arrived in New York Monday. He is doing some buying and will meet Mrs. Williams who returns from a three months' European trip.

Philip H. Rutty, a recent addition to the sales staff of the Rosenthal China Corp., is preparing his sample lines ready to depart the latter part of August on his initial trip for the concern. He will cover Ohio, Indiana, Illinois, Wisconsin and Michigan.

E. Monroe Fisher, vice-president of Fisher Bruce & Co., the well-known Philadelphia importers and wholesalers, who has been on a six weeks tour of Europe visiting potteries in England, France and Germany, sailed for home aboard the Laconia on August 1st, which is due in New York on August 9th. Mrs. Fisher accompanied her husband on the trip.

William G. Mueller, head of William G. Mueller, Inc., New York, importers of Heinrich dinnerware and Winterling fancy china returned to New York Friday from a two weeks' trip to Chicago.

Senator Nathan Straus, Jr., head of Nathan Straus & Sons, Inc., New York, N. Y., is expected home this week. He left Cherbourg on August 1st and is sailing from England on the *Mauretania.*

Vail & Young, located in the Fifth Avenue Building, New York, have been appointed representatives of the Paden City Pottery Co., Paden City, W. Va. They are showing a large number of attractive samples of the concern's dinnerware.

Justin Tharaud, Jr., of Justin Tharaud, Inc., New York importers is spending a month at a military training camp in northern New York State.

Miss L. M. Gibson, buyer for the Marston Co., San Diego, Calif., visited the New York market this week.

Harry Seixas, with Edward Boote, New York will return to his desk Friday after a brief trip to Boston.

Robert Corey, Boston representative of the Steubensville Pottery and Byrne Bros., made a flying trip to New York Monday.

R. Krautheim, with B. Tomby & Co., New York importers, returns today, Thursday, from his vacation.

Mr. Collins, with A. Harris & Co., Dallas, Texas, is in New York this week buying for the new china and glassware department which is being instituted in this store, after several years without one.

R. Doph, buyer of china, glass and art goods, for Taft & Pennoyer Co., Oakland, Calif., arrived in New York early this week on a buying trip.

"Al" Reaves, with A. Stowell & Co., Boston, Mass., visited New York this week.

J. Meredith Miller of Maddock & Miller left Liverpool on August 5th. He is accompanied by Mr. Thorley, partner in the firm of Allerton's, England.

John Martin, buyer of china for the Jordan, Marsh Co., Boston, came to New York this week on a buying trip.

Miss Alice Devero, in the office of Justin Tharaud, Inc., New York, leaves for her vacation in the Poconos next week.

Robert D. Miller, of Maddock & Miller, Inc., New York, returned to his desk on August 1st after a month's vacation spent in Maine.

K. Lickhard, of William G. Mueller, Inc., left last Saturday on a two weeks' vacation which he is spending at Sunapee, N. H.

Louis Reizenstein returned to Pittsburgh on Friday last.

D. King Irwin departed Friday accompanied by Mrs. Irwin and his son and daughter for a vacation in the Canadian woods at French River, Ontario. Mr. Irwin and his family are all out of door enthusiasts and were looking forward with great anticipation to some fine fishing, shooting and other sports that a resort of this character offers.

Wm. Albert, manager for Chas. H. Taylor shook the dust of New York from his shoes last Wednesday when he left with his family for Maine, to spend the remainder of the month vacationing. Mr. Taylor will be on hand to look after the trade during Mr. Albert's absence.

AUGUST GOLF TOURNAMENT

The August tournament of the Pottery, Glass & Brass Golf Association will be held on Thursday, August 20th, at Westchester-Biltmore, which has been secured for us by Harold Satow, of Morimura Bros.

Trains for Rye leave Grand Central Terminal at 7:30 and 9:10 A. M. and 12:03 and 12:30 P. M., Daylight Saving Time.

Train may be taken to New Rochelle at 8:22 and trolley from there.

Czechoslovakia's Shop Window

Preparations are being made for the 11th International Fair at Prague to be held from September 6th to 13th. According to reports from Prague, the participation of the Czechoslovak industry will not remain behind that in previous Fairs as the number of applications is already approaching 2,000 covering a space of nearly 20,000 sq. metres. The largest exhibit is afforded as usual by engineering including machinery of all kinds, tools, hardware, enamelware, cycles, &c. The second largest space will be occupied by the wood industry, furniture and pianos, glass, china, fine ceramics and toys will occupy the whole centre of the Palace of Industries as it was the case at the last fair.

Participation of foreign countries will be imposing. Beside numerous Austrian and German firms, there will be a special French section, and a collective Italian exhibition, &c. There will be also several British, American, Dutch, Swedish, Danish, Belgian, Swiss, Hungarian and Yugoslav exhibits. The ever increasing foreign participation is giving evidence of the important part which the Prague Fairs play in the international commercial intercourse as a distributing centre for Central and South East Europe.—In view of the fact that the stabilized economic conditions of Czechoslovakia have inspired abroad a general confidence in trade with this industrial country, the success of the next Prague Fair seems to be secured.

Exports of Earthen and Stoneware for June

Department of Commerce Bureau of Foreign Com- and Domestic Commerce, reports of earthenware for June shows a slight decrease from May. Exports are as follows:

Countries	Table, Toilet or Kitchen Ware Pounds	Table, Toilet or Kitchen Ware Dollars	Other Earthen, Stone and Crockery Ware Pounds	Other Earthen, Stone and Crockery Ware Dollars
Norway	—	—	—	—
Russia in Europe	—	—	—	—
Spain	—	—	2,376	510
Sweden	—	—	1,422	38
United Kingdom	—	—	744	128
Canada	375	138	1,707,665	22,247
British Honduras	—	—	56	18
Costa Rica	—	—	—	—
Guatemala	550	70	175	283
Honduras	1,000	220	316,853	1,965
Nicaragua	223	260	630	146
Panama	996	171	61,605	487
Salvador	—	—	—	—
Mexico	3,077	870	62,511	3,425
Bermuda	127	17	499	33
Jamaica	—	—	—	—
Trinidad & Tobago	—	—	550	16
Other Brit. West Ind.	1,155	135	326	22
Cuba	3,756	1,190	1,017,167	21,022
Dominican Republic	—	—	809	90
Dutch W. Ind'es	—	—	261	45
Haiti	—	—	—	—
Virgin Is. of U. S.	—	—	4,254	311
Argentina	—	—	300	283
Bolivia	—	—	—	—
Brazil	—	—	—	—
Chile	58	40	—	—
Colombia	646	123	240	211
Ecuador	—	—	—	—
Paraguay	—	—	—	—
Peru	—	—	226	66
Uruguay	—	—	—	—
Venezuela	—	—	417	61
British India	145	24	—	—
China	317	150	483	73
Chosen	—	—	—	—
Other Dutch East Ind.	—	—	—	—
Japan	—	—	14,149	3,672
Kwangtung, leased terr.	—	—	—	—
Palestine & Syria	12	11	15,000	500
Philippine Islands	471	262	3,354	1,095
Russia in Asia	—	—	1,350	250
Australia	—	—	29,709	375
British Oceania	—	—	15	18
New Zealand	—	—	16,535	542
Belgian Kongo	34	22	50	13
British S. Africa	31	20	—	—
Portuguese E. Africa	—	—	55	17
Total	12,973	3,732	3,259,786	57,962

Building Good Fortune



FOLLOW out these general notes regarding a "Good Fortune" sale. Have your price cards and sale bills printed with a horseshoe cut. Hang horseshoes throughout your store.

Arrange for the rental or loan of horseshoes from a blacksmith shop or a hardware store. Your printer can obtain at little cost a cut of horseshoe for the cards, etc. Further elaborations on the horseshoe decorations can be carried out.

A variation of this idea is where the merchandise on sale is displayed on tables arranged in horseshoe shape. The horseshoe effect is made by using three tables one for center and the other two placed at the ends at angle position. When the tables are covered by a continuous cloth a horseshoe is formed. This latter idea is only practicable where the store is roomy.



Narcissus Paperwhite growing in Pebbles

NARCISSUS

PAPER WHITE GRANDIFLORA

True Grandiflora Type

ARE HERE

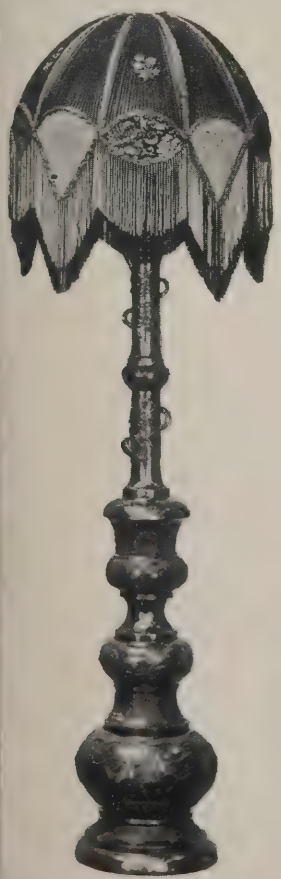
			Per 1000
12-15 ctm.	1250 bulbs per case	.....	$14.50
13-15 ctm.	1250 " " "	.....	18.50
14-16 ctm.	1000 " " "	.....	20.00
15-17 ctm.	800 " " "	.....	21.00

The above prices are F.O.B. New York, packed in regular standard cases and we can make immediate delivery in any quantity desired at the above prices. We specially recommend the two larger sizes for Bowl-Pebble culture. We can also furnish a high grade Pearl Pebble in neat card-board packages of 1 lb. each packed in cartons of 36 packages at the special price of 10c per package. Retails for 25c.

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No. 6 MURRAY STREET
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Write for our general catalogue, Seeds, Plants, Bulbs!



Nothing Cheap

About our merchandise. No matter how low priced it will attract the better class of trade.

In our new importations of

JAPANESE GOODS

you will find many things not found elsewhere.



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Season Lower Prices Than Last

FRENCH PAPERWHITES

Our Quality Service Price

True Grandiflora Type—
Now Arriving

	1 case up per 1000	10 cases up per 1000	25 cases up per 1000
12-15 c/m, 1250 per case	$15.00	$14.50	$14.00
13-15 c/m, 1250 per case	19.00	18.50	18.00
14-16 c/m, 1000 per case	21.50	21.00	20.50
15 c/m up, 900 per case	22.50	22.00	

Packed and F. O. B. New York. Full honest grades and pack. No "baby cases" or "trade sizes," and no extra charges tacked to invoice. Prices subject to prompt acceptance.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK



MAYER CHINA
VITRIFIED HOTEL WARE
ROUND EDGE PLAIN WHITE — THICK DECORATED
FOR
HOTELS HOSPITALS
CLUBS CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS
THE MAYER CHINA CO.
BEAVER FALLS, PA.

Chain Store July Sales Gain

Gross sales of the larger chain store organizations of the country, according to statements issued recently, established high records for some companies, both for July and for the first seven months of the current year to date. The increases in gross sales for both the month and seven months recorded gains of from 12 to more than 25 per cent., compared with the corresponding periods last year. Increased sales were reported in all sections of the country, with the largest gains in the agricultural districts.

F. W. Woolworth & Co., the largest chain store system of the group, reported gross sales of $17,828,930, a new high figure for any July on record. The total compares with gross sales of $15,950,572 in July last year, the gain amounting to $1,878,358, or 11.78 per cent. For the seven months the company reported gross sales of $119,125,211, against $107,242,852 in the same period last year, a gain of $11,882,359, or 11.08 per cent.

The increased sales reported for July, it was pointed out this week, are significant in view of the fact that July this year had only three Saturdays, due to the July 4 holiday, whereas July last year had four Saturdays. It was further pointed out that Saturday's business is the biggest of the week, being equal to about 30 per cent of the average week's sales. The company further reports that all districts recorded a gain in sales in July, but the largest gains were reported in the West and Middle West. Of the increased sales reported in July, old stores in operation more than a year contributed $1,184,610, or 7.43 per cent. to the gain, while for the seven months old stores contributed $6,052,869, or 5.64 per cent. The company had 1,356 stores in operation on Aug. 1, against 1,356 on Dec. 31, 1924.

The S. S. Kresge Company for July reported gross sales of $7,509,647 against $6,370,556 last year, a gain of $1,139,091, or 17.8 per cent. For the seven months ended July 31, this company reported gross sales of $52,-164,547 against $45,726,542 last year, a gain of $6,438,-005, or 12.3 per cent.

The J. C. Penney Company, Inc., for July reported gross sales of $5,881,017, against $4,752,168, a gain of $1,-128,849, or 23.75 per cent. For the seven months the Penney organization reports gross sales of $41,549,826 against $34,417,370, a gain of $7,132,456, or 20.72 per cent.

July sales of the McCrory Stores Corporation aggregated $2,149,675 against $1,909,282, an increase of $240,-393, or 12.5 per cent. For the seven months this company reported gross sales of $14,228,284 against $12,639,-779, a gain of $1,588,505, or 12.5 per cent.

Isaac Silver & Bros. Company, Inc., for July reported gross sales of $335,280, against $264,706, an increase of $70,574 or 26.6 per cent. For the seven months sales aggregated $1,967,847 against $1,556,378, an increase of $411,469 or 26.4 per cent.



WHAT THE POTTERIES ARE DOING



A FEW more departments have resumed operation in the local pottery district, but the production of the pottery has not yet reached that which prevailed before the July shutdown. Gradually, however, the different plants are getting to work and by September 1st, it is confidently believed by production managers that the district as a whole will be operating on a better schedule than at any time since the close of the first quarter. In the sales departments, the policy of hand to mouth buying on the part of many interests is still being experienced. The jobbing trade, however, is beginning to anticipate future requirements in larger volume, but the department store trade is still continuing to follow a policy of conservatism. There has been more or less demand during the last few months for merchandise for department store special sales, and the inquiry for this line is still noticeable, but not quite so strong as even a month ago. This demand has been rather general throughout the country, and has resulted in quite a lot of this business being booked. Open stock dinnerware is in very fair movement, some of the larger department stores making a specialty of domestic open stock ware. These sales are featured by considerable special newspaper advertising, with the result retail demand has been soon reflected at the factories. Plain white ware, both thin and hotel is in fair request, so it is declared by local manufacturers, but the demand for both lines is not as brisk as it is expected to be at the opening of the fall season.

Thomas B. Anderson, general manager of the Pope-Gosser China Co., Coshocton, O., motored to this district with his family last week, where he spent several days on business.

George T. Bratt, western salesman for the K. E. M. Knowles Co., who has been spending a holiday in camp in Michigan, returned to the factory this week. He is now engaged in arranging details before making an early fall trip over his territory.

From present indications, at least three new dinner shapes will be placed on the market next December by local manufacturers, and for spring delivery. Modelers admit that the orders have been placed, but refuse to designate the firms that will place the shapes on the market. The last new shape to be placed on the market in this district was the "Coronado" which has proved to be such a big feature with the Knowles, Taylor & Knowles Co. Not in years has a new shape proved so popular with the trade as the "Coronado" and as a result this plant has experienced an unusual active period during the first two quarters of the year.

Practically every pottery manufacturer in this district has arranged to show new treatments on the 1926 line. A number of exclusive patterns have been purchased, wherein the border effects will continue to predominate, and new sprays will be featured on the popular priced lines. The special editions will not be received by the manufacturers for some months, although advance samples will be shown in all sample rooms later in the fall. Both domestic and foreign designs have been purchased, and it is announced that some very attractive creations will be added to all the lines.

It is the opinion of sales managers of all generalware plants in this district that buyers will begin to visit the district within the next few weeks for the purpose of placing orders for their fall and winter requirements. Of late only an occasional buyer has been in the district, and in each instance specifications for fall deliveries have been placed. Reports are current here that retail stocks in all of the larger department stores are lower than is the usual custom, and that the policy of the merchandise managers has been to carry only limited quantities. However, with the season now advancing department managers are arranging to increase their stocks with a view of being in a position to meet all local requirements promptly.

Quite an improvement in the demand for merchandise is reported by those in charge of the plants at Sebring, where a steady increase in production is being recorded. The output of the Sebring territory has been increased this year through the use of tunnel kilns. All of the Sebring plants are being operated on nominal schedules, with output exceeding that of the earlier part of the year.

The decorating department of the Jackson China Co., Falls Creek, Pa., is operating to capacity, according to an official report received here this week, and with the clay department working five days per week. This company is planning extensions to its manufacturing department for the purpose of obtaining a greater production.

Employes of the C. C. Thompson Co. spent an afternoon and evening on the Ohio river last week, the annual outing of the employes being spent on an excursion steamer. Plant outings are numerous this year.

It has been definitely determined that the first two years of the class in ceramics at the Newell, W. Va., high school has more than proved its worth and of salient shop value. This class was composed of factory employes, and has resulted in the Ohio Ceramic Industries Association petitioning the East Liverpool board of education to estab-

(Continued on page 30)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



LITTLE change in the business situation in the flint glass industry is reported by factory managers in this district this week. The demand for blown and stemware lines continues from fair to good, according to the lines featured. Production in the flint factories is holding up rather fair, considering the season, but opinion is general that a decided increase in output will be noticeable in all factories within the next few weeks, when buying for fall and holiday delivery will commence. While there has not been any change in the wage situation in the flint glass industries, the factories, it is said, will continue to operate on present wage scales. It is reasonable to believe that future wage discussions will be held in the headquarters of the glass association in Pittsburgh, and that amicable agreements will be recorded within the next few months. Staple lines of glassware are in fair movement, and the demand for all lines of containers is active. Factories in the container business are in good production, and distribution is over a wide territory, indicating that all users of glass containers are doing an active business. Inquiry for lighting glassware is showing a seasonable improvement, this being anticipated by the manufacturers of this line of ware. Portables are in better request, and some future business is being booked on these lines. Some of the factories have brought out a number of specials in the lighting line, and these are in rather good demand. Shades and globes are also in fair demand.

The Canton Glass Co., Marion, Ind., has announced that general business has been fair during the last quarter. This factory, which is making a specialty of tableware, tumblers, confectioners and soda fountain glassware, has resumed operations following the July holiday. A number of factory improvements have just been completed at this plant, according to F. L. Paul, secretary of the company.

The Columbia Glass Co., Fairmont, W. Va., suffered a fire loss last week, when fire was discovered in the packing department. The loss has not been estimated by the company, but as the fire was confined to the packing department only, production will continue as usual. Arrangements to rebuild the damaged part of the factory buildings are now being made. Insurance loss will be adjusted within the next few days.

One tank and one furnace was placed in operation at the plant of the Imperial Glass Co., Bellaire, O., Monday last. This factory was idle in the manufacturing department throughout July. About one-half of the regular number of employees of the company will be given employment, but within a few weeks it is believed that the entire plant will be on a full production basis.

Although orders slowed down a little during july, J. C. Landkrohn, secretary-treasurer of the Coshocton (O.) Glass Corp., declared this week that the company enjoyed a splendid profitable business during the first six months of the year. The July busines is declared to be due solely to the sluggish mid-summer buying. "There is much to indicate that a splendid fall business is ahead of us in our line, and we are making preparations accordingly," Mr. Landkrohn announced. This company is featuring a general line of pressed tumblers, nappies and tableware.

The Arko Agate Co., Clarksburg, W. Va., which is the largest producer of toy glass marbles and glass balls, is doing a seasonable business at this time, but there is very little activity in these lines just now. A few years ago the company usually received a large number of orders at this season of the year, and for shipment during the winter and spring months. However, during the last two or three years the tendency of buyers has been to order as the merchandise was needed, and as a result the company has very little opportunity to figure in advance what business conditions are likely to be. During the last season business with this company was "off", it is announced by the management as compared with previous years, all of which is attributed to general conditions, in that practically all of the customers of the company ordered something, but in more conservative quantities. The company is rather optimistic about the future, because very little stock was carried over by the trade and that in general conditions seem more favorable. As the company does a national business, it is not affected very much by local situations that constantly develop in spots.

The Kaufman Department Stores, Inc., put on an "Opportunity Day" sales last week, and as a result an active business was done in the china and glass departments. A lot of new stock was placed on sale possessing high value, but at an "opportunity price". The department was very active throughout the sale.

Glass manufacturers who have been attending the wage conferences at Atlantic City declare that under the present condition of business, and in face of the large amount of glassware that is now being imported, it would be im-

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

The Brush-McCoy Pottery Co. Showing Varied Lines

A VARIED assortment of utility and art pottery is produced by The Brush-McCoy Pottery Co., Zanesville, O., and displayed in New York by Cox & Co., 120 Fifth Ave. Among the attractive offers are the multicolored "Nuglaze" jardinieres in several designs and listed at especially attractive prices. The colors are rich, green, brilliant red combined with a soft terra cotta; green and tan, green and a deep rich blue or green and red in raised rose and mask design or heavy fruit decoration. The "Colonial" design mat ware in green, fawn and blue shows a finish of rare beauty on a hard burned body in richly colored glazes, candlesticks in quaint modeling, vases in plenteous variety, for lamp bases or flower holders, bulb and flower bowls and flower blocks, to say nothing of an assortment of jardinieres completes the attractive showings in this interesting line. Then, too, there is the "Krakle-Kraft," an outstanding example of the American potters' art, charming in shape and delicate in coloring—the models in this line are unique and appealing. Another line from the hands of the artisans of this prolific pottery is the "Onyx" line of jardinieres, vases, flower bowls, and candlesticks. This is a hard burned high glazed ware, in a variety of richly blended colors having the effect of an onyx and including softly shaded blues, greens and reds in a variety of especially interestingly shaped vases, etc. One especially distinctive number in this line is the "Jug-Time" clock which is shaped like a handled flat Grecian jug, 6¾ inches high. The clock is so fitted into the jug as to make it possible to hold water for flowers without damage. This number comes in blue, green or red "Onyx," also in "Colonial Mat" and "Krackle-Kraft." Combined with two candlesticks it makes a console set that is decidedly "different." Two hand decorated lines include the "Jewel" and "Zuniart," the latter in a high gloss decoration on clay body in designs suggested by the art of the Zuni Indians. The former is in artistically colored jeweled designs on a new shaded mat body. Besides the well known "Dandy" line of yellow ware and "Nurock" this concern is showing a new line of color glazed jugs in four sizes, and cuspidors in "Nuglaz" colors. For the fastidious housewife who prefers attractive kitchen pottery and distinctive art pieces the products of the Brush-McCoy company offers a wide range of choice.

Vail & Young Displaying New Dinnerware from the Paden City Pottery Co.

New dinnerware patterns, simple in character, yet attractive, products of the Paden City Pottery Co., Paden City, W. Va., are on display in the showrooms of Vail & Young at 200 Fifth Ave., newly appointed New York representatives for the manufacturers. These patterns are on the Ransome shape and while floral medallion motifs predominate there are some with plain line decoration that are worthy of mention. This shape is characterized by a fancy wavy edge. There are hair line decorations in blue, green and gold with edge of plate in same color. One has a wider gold band and another a conventional design in gold, in medallion effect. A floral pattern in the form of two medallions formed of baskets of flowers combines with green scroll work. Flowers are in deep rich tones, pink, red, purple and with green leaves. The medallions break a blue hair line. Another decoration consists of two medallions with three lovely pink roses on a blue ground, set in an elaborate frame in delicate colors. Another medallion shows a low squat urn, in blue and old gold filled with blossoms in pink and blue with green leaves, which trail out either side and form a wide graceful spray. Another floral group consists of orange tulips, bluets, roses, daisies, lilies amid green leaves. Another unique line design is formed in character shows four tall daisies with yellow petals, brown centers and green stems and leaves. The daisies are arranged along the rim with heads pointing outward and stems pointing in to the center of the plate. There are, also in another pattern, deep red flowers with blue leaves set in a green scroll work, with dainty pink and brown daisies. Clusters of delicate pink roses, with pale green leaves and shadowy buds, combined with smaller flowers make another charming decoration.

Fred C. Reimer Has New Line of Domestic Pottery

Initial samples of a new line of American made pottery are on display in the splendid showrooms of Fred C. Reimer, Inc., 49 W. 23rd St., New York. There are vases in a variety of exceptionally graceful models, for lamp bases and flowers, in a range of sizes from six to fifteen inches tall. They come in both mat and lustre finishes in solid colors and drip effects which are distinctive and artistic as well in a charming mottled blue which has the effect of a powdered blue. Colors are black, rose, deep blues, jade or geranium green, yellow and gray. These shades are exquisitely soft and yet rich. One can visualize them combined with lovely shades in soft colored georgette, or hand painted parchments in harmonizing colors creating a most alluring lamp. Their extreme simplicity in decoration and line make them of especial adaptability as ornamental pieces, fitting easily into any decorative scheme or color effect.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

WITH the first of August the corner of summer inactivity has been turned and the trade faces the prospect of gradually increasing business till Labor Day, when the fall season will fairly begin. Several large department stores made their inventories last week, and several began August with special sales. Wholesalers report more orders. Recent retail business has not been all that could be desired, but the thrifty, as a local newspaper puts it editorially, have already begun to buy Christmas presents.

The new buyer of housefurnishings, china and glass, at the Outlet, Providence, is Charles McElroy. He was known to members of the trade here before he went West to take his recent important position in Nashville, Tenn.

Charles Conant, buyer for Porteous, Mitchell & Brown, Portland, Me., was in Boston on Monday, and reported a good half-year of business.

Louis Greenwald, with Morimura Bros., New York, was at Young's Hotel last week.

Paul M. Phillips expects to be in Boston until after Labor Day. He completed his selling trip through the East on July 24. He is now showing the samples of the Klyro ware of S. A. Weller Co., vases decorated with raised "climbing roses."

George A. Granville spent Monday and Tuesday at the sales convention of the A. H. Heisey Co., Newark, Ohio. He also visited the Knowles, Taylor & Knowles Co. plant at East Liverpool.

Mr. and Mrs. E. E. Wilgus were in town this week to supervise moving their household from Brighton to West Roxbury. Mr. Wilgus will remain here for business, but Mrs. Wilgus expects to go back to Highgate Springs for the rest of the summer.

Frank Ackerman, merchandise manager; Ripley F. Wiley, floor sales manager, and John McKeon, warehouse manager, were again at their desks at Mitchell Woodbury's on Monday.

C. O. Nelson, foreign buyer, and John Norcross, manager of the hotel department, returned to Jones, McDuffee & Stratton's on Monday after vacations.

Mr. and Mrs. Horace P. Hunt reappeared at their office on Monday after spending July at South Yarmouth. Mr. Homer F. Hunt has taken his family to the same Cape resort for August.

Samples of violet vases and cigarette trays made by the Fenton Art Glass Co. are now displayed by the H. P. & H. F. Hunt Co.

Miss L. G. Goodwin is spending a fortnight with a friend at Franklin, N. H. She motored up there on last Saturday. Incidentally Mr. George L. Emerson is perhaps the only Boston crockery man who keeps up the old custom of having luncheon in his own salesrooms. Houses abroad feed the inner man at noon, but Bostonians seem to have acquired the restaurant, lunch counter, cafeteria or club habit. Motor traffic may yet force every large business building to have its own dining-room. The smell of good food, particularly if it is not perceptible, ever attracts customers.

Among the new businesses in Boston and vicinity are Bradley & Co., jewelers, 291 Washington St.; British-American Art & Novelty Co., dolls, 294 Washington St.; George A. Clark, silverware, 15 School St.; Jennings & Co., jewelers, 613 Broadway, South Boston; Butterfly Gift Shop, 924 Massachusetts Ave., Cambridge, and F. M. Amazeen, aluminum, 389 Riverside Ave., Medford.

To Study Raw Materials Used in Manufacturing China

The quality of chinaware, sanitary ware, and similar products depends very largely on the quality of the raw materials which are used in their manufacture, according to the Bureau of Standards, Department of Commerce. The bureau has undertaken an extensive investigation including a detailed study of the physical and chemical properties of all the raw materials used, and the effects of these qualities on the properties of the finished product. The bureau is now studying the properties of feldspar, and the data so far obtained, while only of a preliminary nature, show that a very great difference exists in the various commercial feldspars as regards content of potash feldspar, soda feldspar, and quartz. In the 17 spars being tested it was found that the potash feldspar varied from approximately 2.0 to 95.0 per cent, the soda feldspar in inverse ratio from approximately 86 to 2 per cent, and the quartz from 2 to 22 per cent. The refractoriness increased roughly with the increase in potash feldspar, varying from about the softening of Orton cone No. 4 to cone No. 9. The investigation has not progressed sufficiently far to warrant any conclusions as to the effects of these variations in the composition of commercial feldspar on the qualities of the chinaware, and other products in which it is used.

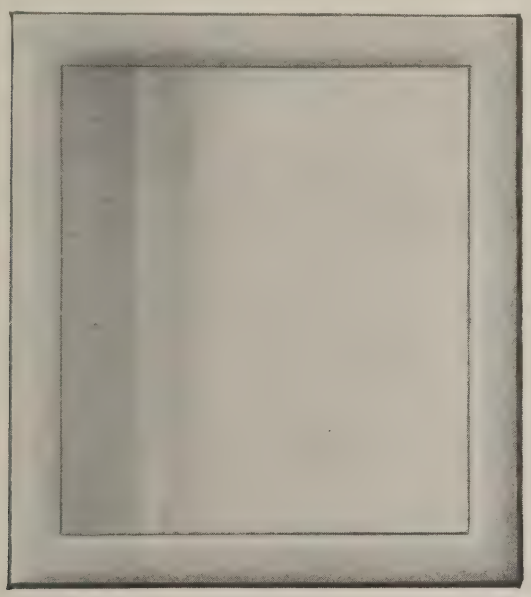
In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By Beatrice Miller Wisner

High Grade Mirrors in Fine Finishes

THE placid lake, nature's mirror, has taught a lesson in the art of perfect reflection, and craftsmen have profited by this valuable demonstration of clear reproduction, in the development of the modern mirror. The Nurre Mirror Plate Co., Bloomington, Ind., manufacturers of specially designed framed mirrors, are offering a particularly fine mid-summer assortment of their newly designed mirrors, in attractive style frames with corner and top ornamentations, of excellent design. These beautiful mirrors come in three finishes, blue, brown and silver, and are made of genuine polished plate glass, scheduled at a modest price. The firm are also makers of a large variety of other household mirrors, including buffet, decorative and plain styles, with originally shaped frames, handsomely decorated and finished, and plainer types of kitchen and other small mirrors, all exceedingly well adapted to the home, where useful and distinctive styles are appreciated. The illustration herewith gives an idea of one of the firm's models. These mirrors are priced consistently and are excellent values showing artistic workmanship and superior finish.

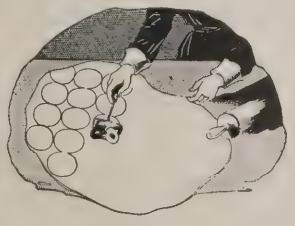


The Use of Fire Screens, Means Safety-First

To insure the protection of the home from sparks that are bound to fly from the open fire place, a safe, well constructed and practical type of fire guard is an essential need of the household. The Fred J. Myers Mfg. Co., Hamilton, O., are makers of a fine grade of fire screens and spark guards in numerous styles, which meet the requirements of the most fastidious and serve as attractive additions to interior fitments of the home. These desirable screens are especially designed to guard the fire place. The large variety include wire fenders, made of heavy steel wire cloth with half oval iron tops, finished in black or brassine; mission fenders, made of heavy flat material, finished in dull black; spark or fire guards, made of coppered diamond mesh crimped wire and other styles lined with wire mesh, which is an extra precaution against flying sparks; wire fenders, adjustable folding fenders, of diamond mesh, painted green or black; nursery fenders, adjustable folding fenders, of decorative design, and a large variety of other types of guards, fenders and folding screens, which are beautifully finished and designed. For safeguarding children when playing near the fire place or open grate, and for the prevention of accidents caused from the sparks of burning papers accidently deposited in the fire place, these fire guards have proven their value through stability, and practical construction. The firm are also manufacturers of a large assortment of radiator, window, ventilating and register guards of various designs and finishes.

Cookie Cutter for Quick Service

A very satisfactory and altogether efficient rotating cookie cutter, is manufactured by the American Cutter Co., 51 Oneida St., Milwaukee, Wis., styled "Rollemout." This excellent cookie cutter has tempered aluminum blades with flanged edges and white enameled wooden grip. The tempered blades are flanged to cut straight through the dough. These blades, being separate, slide with each half revolution making each cutting separate and in perfect form. Every careful housewife who has a pride in well formed and good looking, tasty cookies, knows how necessary it is to procure a really good cookie cutter, and one which will cut cookies in a hurry, as the task of making cookies is no small one, and often takes unnecessary time from other duties when the cutter does not do its work, or is not made on the right principle. The improved rotating "Rollemout" cutter has proven its sturdiness and efficiency with women users who appreciate an article which is a helpmate in the household baking department. The illustration above shows the "Rollemout" cookie cutter.





CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

FOLLOWING many weeks of inactivity, The Glass, Pottery Lamps and Housefurnishing Association has again set upon the task of preparing for their annual market event to be held as usual early in February. A meeting of the association was called on Friday of last week at the Hamilton Club, ten members attending. The new insurance feature, which went into effect July 1, was discussed and a number of new members were taken into the association. The question of holding the market event at a hotel was again raised, but the majority favored the adoption of a plan similar to that of last February when the exhibit was held in the permanent show rooms of the association members. However, no definite action was taken except that a committee was appointed to prepare an exhibit plan. The committee is composed of E. M. Meder, chairman; Harry Kelly, Oscar Helm, A. H. McAnulty, F. B. Tinker and C. F. Howard. This committee is instructed to meet and prepare a report to be given at a general meeting of the association to be held on August 20th. The following were admitted to membership in the association: Belle Finkelstein, Henry F. Harloff, Carlton R. Hoffman, Leroy Carl Larson, F. D. McAnulty, Bert L. Rinken, M. M. Simpson, George Turner, Ernest Wilbur Wilson, George Zehner, Charles M. Potter.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Triangle 1000

John A. Dillon, veteran salesman for Pitkin & Brooks, manufacturing and wholesale china and glass house, died July 28th at Escanaba, Mich., where he had gone on business for his firm. Mr. Dillon was sixty-three years old and had been associated with Pitkin & Brooks for forty-seven years. He was survived by a widow, two sons and one daughter.

Better Service Wire Works, Inc., has been formed to do a manufacturing business of wire lamp shade frames. Offices are located at 2089 Coalport Ave., and the capital of the company is $3,000. The incorporators are William Smith, Adolph Mogil and Abraham Maller.

The will of Mrs. Rosalina Klein, widow of the founder of Klein's department store, made public last week, leaves a sum of $50,000 for the use of the Michael Reese Hospital.

The Crest Co., one of Chicago's pioneers in the lamp manufacturing industry, and rated as one of the best received papers of incorporation last week showing a capitalization of $250,000. The offices are located at 501 W. 35th Street. The incorporators of the company are S. L. Dinkelspiel, Lillian Dinkelspiel and Stanley Sommers.

"Billy" Lynch, representing Taylor, Smith & Taylor, was in Chicago last week.

C. M. Potter, sales manager for the Corning Glass Works, Corning, N. Y., was here on business last week.

Carson, Pirie, Scott & Co. opened their annual August sale of dinnerware on Monday of this week. Included are dinner sets of china and semi-porcelain from $20 to $55 for 100 piece sets. English, French and Bavarian china are included in the offerings along with domestic products.

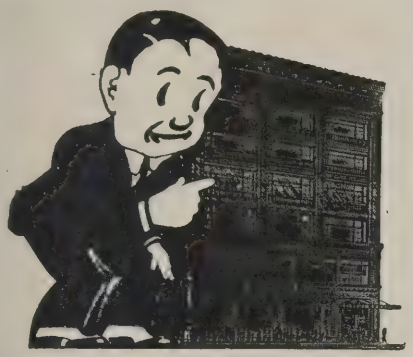
The Chicago Gift Show, the biggest annual selling event in the field of art goods and giftwares, opened on Monday of this week at the Sherman Hotel. More than one hundred and fifty rooms were set up and ready for business on Monday morning, the displays including hundreds of lines of glass, china, wooden novelties, picture frames, leather, and everything that goes into the gift stores and gift departments of furniture and department stores. Reg-

(Continued on page 30)

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

R. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars
Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone
Central 3497

IRA A. JONES CO.
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Representing:

Pope-Gosser China Co.	Coshocton Glass Corp.
Seneca Glass Co.	H. E. Rainaud Co.
Susquehanna Cut Glass	Shepherd Co.
	Wood-Art Co.
National Glass Novelty Co.	Burke Studios
Quaker City Cut Glass Co.	Haven Company

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

MAKE THIS SPACE Sell Goods For You

For Rates
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THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

POSITION WANTED

THOROUGHLY experienced salesman of imported china and glassware desires connection with first class concern. Wide acquaintanceship throughout the trade. Unquestionable references. Box 489, care CROCKERY AND GLASS JOURNAL.

LINES WANTED

SALESMAN at present representing Ohio pottery would like to carry side line of imported dinnerware, cups, saucers, etc., catering to trade in New York, New Jersey and Connecticut. Box 491, care CROCKERY AND GLASS JOURNAL.

The Chicago Market

(Continued from page 28)

istration the opening day was most satisfactory, there being about four hundred buyers on hand for the first day. The Chicago Gift Association, managing the exhibit anticipates a total attendance of close to two thousand for the one week event.

What the Potteries Are Doing

(Continued from page 23)

lish at once a night school of this character, and also as soon as possible a day school in vocational ceramics. The full and complete cooperation of the Ohio State University Ceramics Department has been offered, and it is reasonable to believe that such a course will be added with the opening of the fall term in the East Liverpool high school. Where the local board will provide room and equipment, the State and Federal Government will assist in financing the projects.

The Outlet Co., operating the largest department store in Rhode Island, and located at Providence, and which was established by Joseph Samuels in 1894 has announced an issue of $3,500,000 seven per cent cumulative preferred stock, redeemable in whole or in part at 115 per share, according to word just received by local credit departments. It is interesting to note in this connection, however, that the business was founded by Mr. Samuels and his brother with a cash capital of less than $1,000, and has steadily expanded until now the store occupies an entire city block. The company is a large purchaser of dinnerware from this district.

The Potters Co-Operative Co. is working on its new line of open stock dinnerware which will be featured during the early part of 1926, and which will be shown late this year. "We're determined to show the brightest line in the history of the company," declares A. P. McPherson, who is in charge of the sales department. The current numbers of open stock patterns now featured by this company are being displayed by all resident sales agencies.

The large mail order houses have been making a special feature of dinner sets during the last few months, with the result some factories have been favored with considerable business from this source. Carlot business is the rule when specifications are received from these concerns. It is said here that dinner sets will still have a wider distribution when some of these large mail order concerns open new branch retail stores, as has been announced.

Unless some unforseen situations develop, the new plant of the Steubenville (O.) Pottery Co. will be placed in operation during the early fall. The building is now under roof, and kilns have been topped out. All machinery has been ordered, and some has been delivered and is now being placed in position. Sagger makers will be the first to start work in the new plant, then will follow the clay makers. The clay shops will be the next to go on duty, and then the bisque kiln department. This company is now working on its new line which will be shown during January, and all 1926 shipments will be made from the new factory.

Glass Factory Activities

(Continued from page 24)

possible to agree to any advance in wages at this time. At the Toledo, O., convention of the glassworkers, the convention approved a demand of 10 per cent in the pressed ware department, 25 per cent in the caster plate department, 15 per cent in the lamp department, 25 per cent in the punch tumbler and stemware department. The manufacturers are of the opinion that no possible chance exists for an advance in the wage scale at this period because of the general condition of business.

The Puget Sound Glass Co., Anacortes, Wash., has so increased its production that the factory is now among the largest producers of containers west of the Mississippi River. As a result of the company increasing its capital stock, automatic machines have been installed, and the former hand method of production has been eliminated.

Within a short period of time the Standard Glass & China Co., recently formed at Clarksburg, W. Va., with a capital stock of $100,000 to do a jobbing business in this line, will begin to buy initial stocks. The company is located in the heart of a very prosperous community, and plans to carry liberal stocks of china, glass and housefurnishing goods.

Announcement has been made that the capital stock of the New Cumberland (W. Va.) Glass Co. has been increased from $25,000 to $150,000. It is said the com-

Established 1869

B. F. DRAKENFELD & CO. Inc.

50 Murray St. New York

ROMAN GOLD

For China and for Glass

The

STANDARD BURNISH GOLDS

in Paste Form for over Fifty Years

Quality and Service in Ceramic Materials

RHCCO A1

YOUR profits often hinge on these two factors as related to the materials you use.

You may depend upon R & H Ceramic Chemicals, Minerals and Oxides to meet your every requirement—in wideness of range, and the highest standards of quality.

R & H Service is traditional for its well rounded completeness and ability to contribute to the efficiency of your operations.

The ROESSLER & HASSLACHER CHEMICAL CO.
NEW YORK

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

pany proposes to increase the size of its plant, and also add a number of lines to its production.

An application was heard July 30th by Referee in Bankruptcy I. H. Gaston, Martins Ferry, O., which was filed by A. L. Baumgartner, trustees for the defunct Davies Glass Co., Martins Ferry, for permission to transfer the property of the company to the bondholders, under the terms of a mortgage given by the company to secure the bonds, which were issued to the value of $150,000. This plant was equipped with the most modern machinery, and was in operation but a brief period.

A report has been received by glass factory equipment dealers here that McDonald Bros., operating a factory at Los Angeles, Cal., propose to abandon their plant there and erect a new one at Salt Lake City, Utah, where it is said a large deposit of sand suitable for glass manufacturing purposes has been discovered.

Business Good in West, Hoover Says

Business conditions in the West are very good, Secretary Hoover said this week upon his return to Washington from a month's vacation in California, which included visits to various Western points. His observations of the economic situation in the West were encouraging.

"Everything in the West," Mr. Hoover said, "is in good condition. The agricultural situation is improving. Some of the farmers are not yet out of the woods, financially speaking, but they are all on the upgrade. There is no unemployment of any consequence in the West.

"Everybody on the Pacific Coast is happy and thinking of holidays. In the Mississippi Valley they are thinking of the harvests. Generally, there is a spirit of optimism and good cheer in the Far West."

July Price Average 160.3 Per Cent

Prof. Irving Fisher of Yale University announced that last week's prices averaged 160.8 per cent of the pre-war level. The purchasing power of the dollar was 62.2 pre-war cents.

Crump's index number was 153.7.

The July average of prices was 160.3 per cent of the pre-war level. The average purchasing power of the dollar in May was 62.4 pre-war cents.

The July average of Crump's index number was 152.1.

Index numbers for the last five weeks follow:

	Fisher.	Crump.
August 2	160.8	153.7
July 26	160.4	151.9
July 19	160.5	152.1
July 12	159.3	151.5
July 5	158.9	151.4

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
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Vol. 101 August 13, 1925 No. 7

AS THE EDITOR SEES IT

GENERAL OUTLOOK FAIR

UNDOUBTEDLY the country is better off than last Summer. Increasing confidence characterizes the business situation is the report of one banking concern. Although the usual midsummer lull in many of the important branches of production and trade is in evidence, it is less pronounced than was anticipated earlier in the season. And as an indicator of future trends it is overshadowed by such factors as the prospective crop yields, the advances in stock and commodity prices, the firmness of money rates and the unusually active movement of seasonal goods.

IN comparison with the situation last year, present conditions appear in an especially favorable light. Nearly all indexes show greater activity in production and trade than a year ago. Indeed, in some lines the recession of the last few months has given way to expansion, in spite of seasonal influences. With business more active than was generally expected a few months ago, it is probable that, barring a reversal of the present crop prospects, more than the usual quickening of activity will occur in the Autumn.

BUT neither in the temper of the business community nor in the current relation between production and consumption is there any indication of a menacing overexpansion. Purchasing by dealers is still on a thoroughly conservative basis. If comments on "hand-to-mouth" buying are less conspicuous in current reports than formerly, it is because the avoidance of inventory speculation has come to be regarded as a sound business policy, rather than a sign of uncertainty and hesitation. Moreover, it remains true that some of the clearest indications of active trade are in those lines which reflect the movement of goods into final consumption.

IT is the more common report now that business is gaining, something being added each week to the progress recently made. The advance is gradual, yet this is more to be desired than a rapid expansion that might lead to excesses and increase the possibilities of a sudden reaction. Except for the threatened coal strike, the present indications are encouraging, and the greater activity in the formation of new enterprises reflects confidence in the future. The prospect of further tax reduction is among the factors that have tended to strengthen sentiment, while there remains the constructive influence of the improved financial position and enhanced purchasing power of farmers in the West and the South.

THE great steel industry is getting on a better basis every week, with the principal producer operating at a 70 per cent. rate, and copper, lead and zinc markets have been more active and are firmer. These are not the only lines, moreover, in which expansion appears, and for nine consecutive weeks advances in wholesale quotations have predominated, with 36 of the 59 changes recorded up to Thursday of this week being in an upward direction. As measured by Dun's index number, prices rose a little more than 1 per cent. in July, after a total increase of about 1½ per cent. in the two previous months, and reached the highest point since March. Various manufacturers are still working on close profit margins, but additional statements have appeared, showing satisfactory earnings for the first half of this year. A moderate but none the less perceptible quickening in wholesale and jobbing trades, better reports from a number of leading industries and a slight acceleration in collections are weighed against a slight quieting down of retail buying. But the outlook in general is considered fair.

Learning from the Chain Store

(Continued from Crockery and Glass Journal, *August 6th.)*

ONE of the outstanding differences between the chain store and its independent competitor is that the latter gives service and the former does not. Here is a weapon that, rightly employed, can be used to the inevitable advantage of the independent, for the majority of people like to buy service along with their goods and they are willing to pay for it—up to a certain point. They like the convenience of a charge account (and they'll buy more on it than they will for cash) and they like to have their goods delivered. They like to be able to call up the store on the telephone and have their wants attended to with a minimum of trouble. They can't do these things in a chain store, and it therefore follows that if the independent store emphasizes the service which it renders and the conveniences which it offers, it will offset the lower prices which the chain features as its sole reason for existence.

But there is such a thing as carrying service entirely too far—extending it to the point where it has to be reflected in a materially increased cost to the consumer—and it is here that a balance has to be struck. Extension of a thirty-day credit, for example, is an excellent idea, when you know whom you are dealing with and are certain that the bills will be paid with a fair amount of promptness. But when credit begin to lag to anywhere from ninety days to six months or more, it's time to call a halt. That isn't service. That is an imposition by your customers who have borrowed money from you and are retaining it without paying interest for the privilege.

Again, it isn't service to make a special trip to deliver a package of thumb-tacks or some washers for a garden hose. A certain amount of deliveries of this kind undoubtedly do create good-will. But they are an expensive luxury and should be indulged in only when you are fairly sure that some real good will come out of them in future.

Steering a straight course between the chain store's abolition of all service on the one hand and too much service on the other is a task for a real diplomat—which is to say a real retail executive, for there is just as much need for diplomacy and hair-line decisions in retail business as there is in world politics, and it comes a lot closer home to most of us.

Therefore, so far as service goes, the independent store should use this weapon to the best of its ability, for it is one that the chains cannot wield. But, at the same time, care should be taken to see that the weapon does not grow so heavy that it crushes by the sheer force of its own weight.

While talking to the president of one of the largest chains of drugstores in Chicago recently, I was struck by his statement: "We hear a lot about merchandise which sells itself. But when you stock that kind of goods you usually find that the margin of profit which it carries is too small to be really worth while. A retail store isn't any different from the rest of the world. The same rule applies there as elsewhere—you've got to take some trouble in order to get results that are worth anything at all.

"It is for that reason," he continued, "that we place so much emphasis upon the salesmanship training of our employees. We have a merchandising school which meets once every two weeks, and, at these sessions, there are frank discussions of store policies, demonstrations of new goods and the ways in which they should be sold, talks on the value of 'suggested sales' and the ways in which they can be made and a series of lectures on the various other phases of salesmanship."

In answer to inquiry as to what particular branch of this training he considered most profitable, the chain-store executive replied without a moment's hesitation: "That which helps our people to know their stock. How can you expect a man or a woman to sell something when they don't know anything about it—except possibly its name and its price? But that is what a lot of stores are doing. This afternoon, for example, the theme of the talk is toilet soaps. The instructor will take up the different kinds of soaps, explain each one, impress some of the selling points upon the members of his 'class' and, provided they have been paying any attention at all, they will go back to their stores far better fitted to make soap sales than they were before.

"That's the system we follow right down the line. Our people know their goods. They know how to talk about them intelligently, and, as a result, they make five sales where the average store only makes three. We know that, for we've checked our departments against others in similar store. The man behind the counter is the mast valuable link in our sales chain, for he is the one contact we have with the customer. Therefore we pay attention to him and the work never fails to pay big dividends."

If a chain-store organization—this particular one has grown from one store to more than thirty in the last fifteen years—feels that his salesmanship training is essential, doesn't it follow that it is even more vital to the independent store, which must rely upon individualized attention and real service?

Train your clerks. Teach them to know their goods. Whenever possible, get the salesmen who have obtained orders from you to give a ten or fifteen minute talk to the salesforce, explaining the merits of their merchandise. They'll be glad to do it, for it will mean more business for them, just as it means more business for you.

In the matter of economies in operating service, as in the case exercised in buying goods, the chain store stands pre-eminent. It has its operating costs down to a point with which few independent stores can compete, due to standardization and centralized buying power. It has learned where many of the wastes occur and has spotted and stopped a considerable number of the leaks which represent the difference between profit and loss.

There are a large number of independent stores which have failed to profit by this example. They are still running along in the slipshod, haphazard fashion of ten or fifteen years ago and, while some of them may be making money, they are not clearing anything like as much as they could make if they took the time to analyze their business and found out where their losses occur.

The chain store doesn't guess at things of this sort. It knows! And it doesn't have to wait for the end of the year for this knowledge, either. The information is available every month and, in some cases, every week. zation can spot in an instant the store that is falling The men who sit in the home offices of the organibehind, the department that is slipping, the salesperson who is not doing as well as she should—even though the store, the department or the individual may be a thousand miles away. How many retail merchants can say as much about their own stores, familiar as they are with them? How many know the sales of each department and of each salesperson, not for last year or for the last six-month period, but for last week and for yesterday?

It isn't hard to secure that information and the more progressive stores are making excellent use of it all the time. But the rank and file, the great majority, of independent stores aren't doing it. "It's too much trouble," they say, or "the system isn't worth the time it takes." Maybe it isn't. Few things are worth while to the man who doesn't make them so. But to the store that wants to succeed—to the merchant who intends to make a real success of his organization—details of this kind come under the heading of vital statistics.

There is no logical reason why the independent store should fail in its combat with the chains. Outside of buying power, there is no advantage which the chain holds exclusively, and the other weapons which it uses can be wielded with equal effect by the individual store, while the latter has the armor of service and satisfaction, of individual and personal attention to customers and their needs which it is impossible for the chain to use.

If these are strengthened at every point and means taken to adapt the methods which have already proved successful in chain-store operation, there is no reason why the independent store should have the slightest fear of the eventual outcome of its struggle with even the most powerful of opponents.

Are Hard Times Gone Forever?

The American standard of living gives folks in the United States more of the joys of life than are bestowed in any other nation in the world. The big question is: What is America doing about making this a permanent state of affairs?

Are hard times gone forever?

The big story is in the answer, for it shows the practical way America is going about making it perfectly safe for her to be as happy as she wants without worrying too much about the future.

It makes it look as if old-fashioned national hard times of the more violent kind have been permanently fired; that is, the business nightmares that used to grip the entire country periodically during the last century. Factories would be shut down by thousands. Armies of unemployed would be wandering in all directions. General business stagnation would hang over the country from coast to coast. And then often enough things were made the more terrifying by a presidential election in which the party in power was turned out of office, and droves of political job-holders with it, increasing gloom and unemployment.

There is reason to hope that all these are things of the past.

The nation is producing more than it consumes and thriftily saving the surplus;

It has equipped itself out of these savings with vast mechanical enterprises enabling the individual worker so to multiply his skill and strength as to produce goods in such ample quantities that there is an abundant share for every one;

It is economic-minded enough to put into effect great nation-wide plans to produce with the maximum efficiency and the minimum waste;

It is perfecting its financial machinery to prevent currency aid credit panics;

Its people have established a more equable distribution of wealth under the capitalistic system by widespread participation in the benefits of ownership of its corporations:

Its people in these many ways are consistently providing out of the abundance of to-day against the needs of the future.

It is because of all these things that the United States can afford to indulge itself in more joys than any nation in the world to-day—and to feel sure that it is perfectly safe for it to do so.—John Oakwood, in *Forbes Magazine*.

In Correct Dress



ALL retailers who have used colors in their displays know that the use of these colors have a greater appeal than the black and white arrangements. However it is not always possible to get hold of ideas that can be put into shape quickly and inexpensively by the retailer who is not an experienced show-card artist. Here is one that will require no great amount of talent upon the part of its designer, yet at the same time it will be very effective when it is used in connection with a drive on some particular article. It couples color with a familiar expression. Paint on a pink background this sign:

"We're tickled pink"
with the values we are
offering you in this window.

A Catch-Hold Affair



TAKE a broken grindstone, place it in a window and surround it with a neat display of the merchandise, together with display cards, etc. Then letter a large store card or streamer and display in window. It should read as follows,

"You'll Never Go Back To The Same Old Grind after trying this ———— "

The idea is simple but has attention and pulling power because of this very fact.

Another catch phrase window can be arranged by placing your merchandise in the window with a mirror placed as a background. Then with a lettered card play up the "Two Ways of Looking At It—Low Price and Quality."

A mirror in a window gives a good effect and the catch phrase will do the rest.

Dollar's Buying Power 61.9 Cents

Prof. Irving Fisher of Yale University announces that last week's prices averaged 161.4 per cent of the pre-war level. The purchasing power of the dollar was 61.9 pre-war cents.

Crump's index number was 152.9.

Index numbers for the last five weeks follow:

	Fisher.	Crump.
August 9	161.4	152.9
August 2	160.8	153.7
July 26	160.4	151.9
July 19	160.5	152.1
July 12	159.3	151.5

Buyers in New York

AUGUST 7TH, 1925

W. Zipper, silverware, M. O'Neil Co., Akron, O., 1115 Broadway (E. M. Sostman).

G. E. Debus, silverware, May Co., Cleveland, O., 1115 Broadway (E. M. Sostman).

E. W. Long, housefurnishings, Columbus D. G. Co., Columbus, O., Imperial.

AUGUST 10TH, 1925

J. L. Haines, china, glassware, toys, housefurnishings, lamps, J. B. White & Co., Augusta, Ga., 23 E. 26th St. (W. T. Knott).

Miss E. Kurth, gifts, toys, M. B. Arnstein & Co., Knoxville, Tenn., 105 Madison Ave. (Mdse. Reporting Co.).

Miss L. McCrory, housefurnishings, china, toys, Stewart D. G. Co., Louisville, Ky., 17 E. 39th St. (Associated D. G. Co.).

A. W. Kunzmann, housefurnishings, crockery, hardware, Bannon's Dept. Store, St. Paul, Minn., 128 W. 31st St. (Kirby, Block & Fischer).

Mrs. Davison, silverware, Palais Royal, Washington, D. C., 455 7th Ave. (Kresge Dept. Stores, Inc.).

AUGUST 11TH, 1925

Mr. Anthony, housefurnishings, china, glassware, W. C. Stripling Co., Fort Worth, Texas, 333 7th Ave. (J. M. Biggins).

B. McManmon, housewares, silver, toys, Eiband's, Galveston, Texas, 333 7th Ave. (J. M. Biggins, Inc.).

H. F. Moore, silverware, Zenner-Bradshaw Co., Huntington, W. Va., 105 Grand (Jay & Co.).

Miss Storey, silverware, L. S. Ayres & Co., Indianapolis, Ind., 1440 Broadway (Assoc. Mdse. Corp.).

J. L. Haines, housefurnishings, J. B. White & Co., Augusta, Ga., 23 E. 26th St. (W. T. Knott).

R. E. Evans, housefurnishings, china, lamps, glassware, J. N. Adam & Co., Buffalo, N. Y., 17 E. 39th St. (Associated D. G. Corp.), 3d floor.

Miss Kircher, silverware, F. R. Lazarus & Co., Columbus, Ga., 1440 Broadway (Assn. Mdse. Corp.).

F. R. Wilson, silverware, J. Bacon & Sons Co., Louisville, Ky., 23 E. 26th St. (W. T. Knott).

Miss L. Joyce, china lamps, silverware, John Gerber Co., Memphis, Tenn., 11 E. 26th St. (McGreevey, Werring & Howell).

A. J. Moser, housefurnishings, I. Sulzbacher Co., Steubenville, Ohio, 1150 Broadway (F. Lillienthal & Co.).

I. Halpern, housefurnishings, toys, Stix, Baer & Fuller, St. Louis, Mo., 455 7th Ave. (H. Hirsch).

C. P. Sebach, toys, H. H. Sturevant Co., Zanesville, Ohio, 32 W. 35th St. (Jay & Co.).

AUGUST 12TH, 1925

M. E. Baker, housefurnishings, glass, lamps, The Hower Co., Akron, Ohio, Breslin.

R. Casper, housefurnishings, chinaware, toys, Loveman, Joseph & Loeb, Birmingham, 112 W. 38th St. (City Stores Co.).

Mr. Smith, silverware, glassware, chinaware, housefurnishings, toys, H. C. Meacham Co., Fort Worth, Texas, 11 E. 26th St. (McGreevey, Werring & Howell).

J. M. McCarthy, housefurnishings, Cohen Bros., Jacksonville, Fla., 77 Madison Ave. (J. E. Manix).

W. W. Taylor, housefurnishings, toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

W. E. Weiler, silverware, May Co., Denver, Colo., 1115 Broadway (E. M. Sostman).

J. K. Crawford, silverware, Crowley, Milner & Co., Detroit, Mich., 100 W. 32d.

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX,
Expert Accountant and Analytical Auditor.

Sales Records

This is another installment of a series of talks on retail methods.

Many business men are desirous to know their sales by departments or classes of merchandise. This is especially important to the retailer who sells a great number of varied articles. Taking the case of the retailer whose sales are registered through a cash register the problem of classifying the sales is comparatively easy.

Most registers are arranged with a special key board to the left, which is not connected with the adding device. Still, impressions made on this key row are reproduced on the left margin of the sales tape right in front of the sales figure.

The proprietor should first lay out a clear departmental division or classification of merchandise and use a code that corresponds to the key reading of the register. For instance:

Glassware could be No. 1.
Crockery could be No. 2, etc., etc.

All sales should be rung up accordingly so that the tape shows these numbers immediately preceding the sales amount. When clearing the register the amounts of each code number if added into one total represent the total sales of the classification of this code. Likewise all classification totals will equal the entire sales total of the cash register.

This outline is for a small business but can easily be applied to bigger enterprises by grouping the totals of all cash registers or, if no registers are used, by totalling the sales slips by departments and entering them either

(Continued on page 16)



The Devon Assortment of English Tea Pots of Exquisite Beauty

FROM the Royal Devon Potteries of Devonshire, England. Exquisitely decorated in soft Polychrome Blues, Etruscan Greens and Soft Ivory.

Producing an effect both agreeable and pleasant.

Shapes are varied in size and modeling. Very high-class, and easy sellers.

The package of four dozen includes sizes ranging from the small two-cup to the large nine-cup capacity.

From our Baltimore Warehouse at once

48 POTS ASSORTED FOB BALTIMORE

$40.80

A small trial package from Cleveland

12 POTS ASSORTED FOB CLEVELAND

$11.40

Immediate deliveries

The Geo. H. Bowman Co.

Manufacturers *Importers* *Distributors*

China Glass Toys Aluminum Utensils

Cleveland, Ohio

Hawkes Crystal

Now on display at our office.
524 Fifth Avenue (Marcus Bldg.)
Cor. Fifth Ave. & 45th Street.

Entirely new and complete lines of Crystal and Colored Glassware in Cuttings, Engravings and Gold Encrustations and also mounted in Sterling Silver.

Notable novelties in Perfume and Vanity Sets, Atomizers, Padlocked Bottles, Locked Tantalus Sets, Patented French Dressing Mixing Bottles. Reproductions of "Old Singing" Waterford Glass.

T. G. HAWKES & CO.

542 Fifth Avenue
New York
Telephone Murray Hill 10379

Accounting Problems

(Continued from page 14)

in total or individually in a sales register which should be arranged somewhat like this:

Date	Sales No.	Total	Glassware	Crockery	Miscellaneous
Aug. 10	416	2.50	....	2.50	...
	417	4.00	4.00	....	...
	418	.50	....	....	.50
Totals		7.00	4.00	2.50	.50

Note that the cross total of the Departmental columns must equal the footing of the "Total" column.

Address communications to the editor of this column at 1 Madison Ave., New York, N. Y., Room 204.

All inquiries relating to this Department will be promptly answered. Watch this column for replies to your questions.

Exports of Earthenware for June

Domestic exports of china and porcelain ware from the United States for June shows an increase over those of May in table, toilet and kitchen ware. In other china and porcelain the amount for June is considerably less. Exports by countries is as follows:

Countries	Table, Toilet or Kitchen Ware		Other China and Porcelain Ware	
	Pounds	Dollars	Pounds	Dollars
Belgium	—	—	—	—
Italy	—	—	536	556
Norway	—	—	1,204	223
Spain	—	—	—	—
Switzerland	—	—	—	—
Irish Free State	24	10	—	—
United Kingdom	711	415	1,453	597
Canada	22,168	5,280	17,039	5,973
British Honduras	20	4	—	—
Costa Rica	—	—	—	—
Guatemala	389	66	200	51
Honduras	—	—	60	20
Nicaragua	309	83	—	—
Panama	—	—	—	—
Mexico	12,498	2,509	1,890	840
Newfoundland & Lab.	—	—	—	—
Bermuda	30	35	28	5
Jamaica	85	45	—	—
Trinidad & Tobago	—	—	—	—
Other Brit. West Ind.	130	21	161	49
Cuba	1,204	324	493	238
Dominican Republican	100	25	—	—
Haiti	73	11	92	13
Virgin Is. of U. S.	195	40	131	18
Argentina	—	—	445	354
Brazil	56	23	—	—
Chile	118	84	—	—
Colombia	527	589	18	15
Ecuador	—	—	984	130
British Guiana	—	—	—	—
Peru	28	21	910	132
Venezuela	—	—	190	69
British India	—	—	—	—
Straits Settlements	125	75	—	—
China	145	97	—	—
Hongkong	—	—	—	—
Japan	45	14	56	129
Philippine Islands	27	33	39	106
Australia	602	386	735	1,162
New Zealand	—	—	—	—
Belgian Kongo	59	13	—	—
British South Africa	—	—	—	—
Liberia	75	15	—	—
Total	39,743	10,218	26,664	10,680

Mail Order Firms Protest New Rates

How the new postal rates are operating adversely against business firms was told yesterday to the sub-committee on postal rates and post roads, holding a second session at the Waldorf-Astoria.

Mail order houses said the rates were oppressive on small packages sent through the post and if they were continued it would result in hampering the development of trade between various sections of the country. Among the speakers were John Sullivan, marketing consultant of the Vick Chemical Company; Herbert C. Johnson, vice-president and general manager of the National Cloak & Suit Company, and Thomas Haaeke, of the D. A. Williams Company, a patent medicine manufacturer.

Louis Wiley, manager of the New York *Times*, will present an argument today on behalf of the New York City Publishers' Association.

Mr. Sullivan said that small tubes of toothpaste and little cakes of soap may become a thing of the past, along with other numerous samples now sent through the mails, unless certain provisions of the law are repealed. He said his company annually sent out millions of samples. Under the new postal law, which went into effect on April 15, a one-ounce sample heretofore rated as fourth class and mailable for 1 cent, was made third class, requiring 2 cents for postage.

Other companies which do a large sample business had told him, the witness declared, that because of the prohibitive postal rate they would be obliged to stop mailing samples. His own company, he said, would no longer be able to afford to mail samples. This, Mr. Sullivan

(Continued on page 21)

Allerton's "Blue Willow" Dinnerware of Enduring Charm



No other factor has contributed more materially to the perpetuation of popularity of this centuries old pattern, than charming productions, such as Allerton's famous Old English Blue Willow, generally conceded one of the best "Blue Willows" on the market.

The quaintness and grace of line of the artistic shape, which was modeled especially for the decoration, is a thing of beauty in itself, while the quality of the ware and in fact every detail has been worked out to a degree of perfection, that places it in a class quite by itself and insures the dealer, the best moderate priced Blue Willow obtainable.

A large stock of assorted crates and open stock is carried in New York for immediate delivery.

Import orders taken for any assortments desired.

MADDOCK & MILLER, Inc.

39-41 West 23rd St.
New York

CAUGHT IN THE NEWS NET

TALKING about getting up in the world, there's Billy Lynch as a living example, first he entertains two Bishops of the Episcopalian denomination with four or five attendant clergy when he and "Cora," the very popular Mrs. Lynch, did the lay honors for the diocese, second, while he might well invest his hard earned savings in gilt edged bonds, he prefers to make a far sounder investment, in fact the investment is in human lives and he cares for no less than five children who share the advantage of his home and the education he is giving them, all swearing undying love and obedience to "Mother Cora." Then to further emphasize his rise he is holding court on the fifteenth floor of the Hotel Imperial where his friends stand in line to shake hands with him, all very solicitous about hay fever, wondering whether it arrived punctually as scheduled on the 13th day of August. As a side issue the redoubtable "Billy" is taking orders for dinnerware and short lines for Taylor, Smith & Taylor of East Liverpool, O., of which firm he is vice-president, another instance of his exalted position.

J. F. Kearney, sales representative of The Bailey-Walker China Co., Bedford, Ohio, is exhibiting samples of vitrified hotel ware at the Imperial Hotel, New York in room 111. He will be there for a week or longer.

James J. Temple is showing Geo. H. Bowman & Co.'s, Cleveland, very diverse line of samples in New York in Room 715, Imperial Hotel. England, a large portion of Europe and the United States is represented in his display. He will remain there for the rest of the month of August.

I. Halpern, buyer for Stix, Baer & Fuller is in New York this week purchasing housefurnishings. He is quite optimistic about business conditions.

Martin Carlstein is in 515, Imperial Hotel, New York, with the Martin Mercantile Co.'s of Chicago, fine line of housefurnishings. He has casseroles, silver plated flat ware, such as bread trays, etc., and a good display of floor lamps. Martin always brings something along to New York worth seeing.

Ira M. Clarke, secretary and general manager for the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., was spending a few days in New York this week on special business for the factory as well as to talk things over with the factory's local representative Frederick Skelton.

J. W. Mackay, sales manager for the Smith-Phillips China Co., East Liverpool, O., visited New York the first half of this week to see the concern's New York representatives Phillips, Thistle & Smith, Inc.

"Sid" Thompson of Copeland & Thompson, American sales agency for the well known Copeland ware, returned to New York on Wednesday after several weeks spent at the factory in England preparing new lines, etc. Mr. Thompson who was accompanied on the trip by his family landed at Montreal last week but spent a few days visiting with relatives in Canada before coming on to New York.

Arthur Renz, salesman for Herman C. Kupper, Inc., is in the seventh heaven of delight this week, and why not? It's a husky nine and a half pound boy, born at their home in Brooklyn on Monday. Both mother and son are doing well.

J. Meredith Miller of Maddock and Miller, Inc., was a passenger aboard the *Homeric* which docked in New York on Wednesday night. Mr. Miller has been in Europe for three months on a visit to the English factories represented in America by his firm. He brought back a collection of new samples, the final details of which were worked out in the plants under his direction.

F. H. Thurm, head of the Wheeling Decorating Co., Wheeling, W. Va., arrived in New York last Friday aboard the *Alliance* after a two months' European trip, on which he was accompanied by Mrs. Thurm. After consulting with I. Silverberg his New York agent on Saturday he left on Sunday for Canada where he and Mrs. Thurm will do some additional vacationing before returning to Wheeling.

Senator Nathan Straus, Jr., head of Nathan Straus & Sons, Inc., New York, importers, with Mrs. Straus, reached home last Friday on the *Mauretania*. They were met at the pier by many friends including "Jimmy" Walker, one of New York's mayorality candidates. A loving cup was presented to Senator Straus by George Gordon Battle.

Joseph M. Watte, for many years dinnerware buyer for Butler Bros., attached to their New York office, but for the last three years with the Homer Laughlin China Co., E. Liverpool, Ohio, has resigned his position to become American representative for a number of important European china factories with headquarters in New York. Mr. Watte is moving his family to New York

City and expects to sail for Europe late this month to complete arrangements for the American display details. Regarding the name of the firm and location will be announced later.

With J. Meredith Miller on his arrival, Wednesday, came Joseph Thorley, one of the directors of Allerton's Ltd., England. Mr. Thorley, who is also designer for this factory, is in this country for his first visit. He plans to make a careful study of the demands of the American market as he feels that a first hand knowledge of our customs and fashions in home furnishings, etc., is necessary in order to give him a proper back ground for his work in designing, for our needs. He plans to stay probably until October visiting Canada in the meantime.

Fernand Desmaison, manager of L. Bernardaud & Co., New York importers, is back in the office again this week after a two months trip to the factories in France. He promises to have about fifty new patterns to show us in a few weeks.

L. Harris, buyer of china glass, for Rorabaugh Dry Goods Co., Wichita, Kan., leaves New York Friday after a weeks buying trip.

O. W. Eldridge head of the Eldridge Importing Co., Omaha, Neb., also buyer of china and glassware for the concern as well as for the china and glassware department of the Thos. Kilpatrick Co., Omaha, which is operated by the Eldridge Co., leaves Friday night for home after spending several days here placing orders for both concerns.

Vacation time is on in the office of Phillips, Thistle & Smith. B. C. Sammis office manager is making a two weeks motor trip through New York state. Mrs. Tebbins office assistant is spending the same time at Asbury Park and Hugh Thistle of the firm is resting up at his camp in Canada.

Listed among the passengers sailing aboard the *Berengaria* last week for a European trip was William Reuss of Ebling & Reuss, Philadelphia, Pa., the well known glass manufacturers and china importers. Mr. Reuss who is accompanied by Mrs. Ruess is making a combination business and pleasure trip.

John Skelton, associated with his brother Frederick manufacturers agent is another vacationist, leaving on Monday of this week for Asbury Park to be gone until after Labor Day.

Charles F. Patten, with Eward B. Dickinson, Inc., leaves Friday for his annual trip to California.

Lippincott Factory to Begin Operation

The new interest which recently assumed control of the Lippincott Glass Co., Alexandria, Ind., are completing extensive alterations to the plant, including the installation of thoroughly modern equipment. The company expects to be in operation by August 20th, and are now booking orders for delivery on or after September 1st.

The principle offices of the company will hereafter be located at Cincinnati, O., the plant remaining at Alexandria.

F. C. Terry, president of the company is in charge of the Cincinnati office.

Rouse to Open Store in Florida

What will be quite a surprise to his legion of friends in the trade is the resignation of Walter O. Rouse from the buyership of the Charles Meyer & Co., Indianapolis, store to take effect September 1st.

In leaving the Meyer Co. Mr. Rouse severs an association of thirty years with the concern during which time he has built up an extensive acquaintanceship in the trade and has made a host of warm friends who admire him for his qualities as a man as well as for his ability as a buyer.

Mr. Rouse's action is due to his plans for opening a china and glassware establishment of his own at Washington Ave. and 5th St., Miami Beach, Fla. early in the fall.

Mr. Rouse left for home on Tuesday after spending ten days in the New York market placing orders for the opening.

Regnier & Shoup to Move to Larger Quarters

Regnier & Shoup, St Joseph, Mo., have taken a long time lease on the former Towsend, Wyatt & Wall store at Fifth and Felix streets which they will occupy with their retail and wholesale departments early in the fall. The building was recently remodeled and the new tenants will make extensive additional improvements.

The Regnier & Shoup Mercantile Co., is now located at 110-12 North Fifth street. The company was formed in Atchison in 1868. The business was moved to St. Joseph in 1883 and occupied a building at 113-115 South Thord street. It moved from there in 1887 to the present location, the building having been built for the firm.

A change of location to 107-109 South Sixth street, to the building now occupied by the Weigel furniture store, was made in February 1893. The building was destroyed in a big fire which extended along Sixth street north and south of Edmond in September 1893, and the firm moved back to the building now occupied, where it has been located since. This building is owned by Moses Schloss.

Sperry & Hutchinson Settled in Their New Home

In passing daily the corner of Broadway and Seventeenth Street, New York, where the firm of Sperry and Hutchinson are now located, one cannot help but be interested in the gradual process of getting settled which has been going on for the past few weeks. This week everything seems to have reached a final stage and to all appearances Sperry & Hutchinson are "at home" to all callers. The windows are filled with artistic displays of the various kinds of mechandise, handled by the concern and the interior as seen from the door in passing has taken on an air of well organized hustle and bustle.

This concern which began business as a premium stamp house has built up a considerable business in this field and not so long added to its interests a wholesale department. The continuous growth necessitated larger quarters, leading to the purchase of the buikding on the northeast corner of Broadway and Seventeenth Street, opposite Union Square. The building is six stories high and has 10,000 square feet of floor space. It has been almost entirely rebuilt and finished and equipped in the most up-to-date fashion to meet the requirements of its new owners.

On the sixth floor, most of the space is devoted to the stockroom for the hotel department and here is carried an immense supply of hotel china, glassware, and kitchen equipment. Here too is the service department, receiving and shipping rooms. The fifth floor, in the front, is occupied by the general offices, the stamp division and advertising department. The remainder of the floor is devoted to open stock textiles. The furniture sales room is on the fourth floor. On the third floor are the executive offices, the president's office being done in wood imported from France. The main part of this floor is occupied by the hotel equipment department under William S. Ensign. Here are kept extensive stock of china, glassware, and kitchen and laundry equipment. On the second floor are knit goods, men's, children's and ladies' furnishings, blankets, lace curtains, draperies, rugs. Here also are the credit offices and office of the manager J. S. Peters.

On the main floor are drug sundries, leather goods, jewelry, notions, toilet goods, toys, and dolls, house furnishings, lamps and china and glassware. This floor is equipped with oak fixtures, tables and wall cabinets with open and having glass sliding doors.

The china and glassware is in charge of Joseph Wallace who has a wide experience in this field. In this department is displayed an extensive line of imported an extensive line of imported an domestic wares, including a number of controlled patterns and designs. The concern is sole American selling representative for the following English manufacturers, including Weatherbys, Ltd., Barker, Ltd., and Kensington, Ltd., all manufacturers of earthenware; Thomas Poole, bone china; Samson, Smith, bone china teaware; W. Lovett & Sons, Rockingham teapots; Edingburg & Leith, English rock crystal, also Nonik imported glassware and a line of Italian majolica. We must mention here the special warehouse at 435 West Nineteenth Street, where stocks of china and glassware are carried which will permit deliveries to be made the day the order is received.

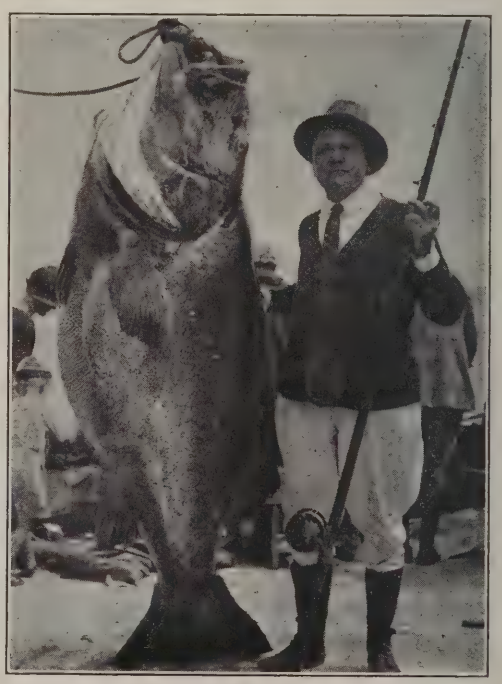
The house furnishing department, in charge of Gordon Wolkenberg, displays in its wall cases cooking utensils of all sort in white enameled ware, aluminum ware, etc. There are also displays of wooden ware, household baskets, cutlery, electrical equipment, brooms, etc. The concern is the direct representative of many American and foreign factories including the Yale Electric Co.; Viko Aluminum; Cream City Co., enamel ware, Milwaukee; Landers, Frary & Clark; Manning, Bowman and the Western Electric Co.; Griswold Mfg. Co.; Pyrex Glass; Androch wire goods; Esenico Stainless Steel Kraft, Inc.

Sperry & Hutchinson can well be proud of their new quarters which permit them to render prompt and efficient service to their customers.

A "Big Fish" Story

Eli J. Dessery, Western and Middle-Western representative for The Lotus Glass Co., Inc., Barnesville, O. has always been an enthusiastic fisherman and hunter. He has killed a number of large deer in Colorado as well as other big game and has caught big fish in his life but—Oh I guess we'll let him tell the story in his own words.

"The largest I ever landed before June 13th (the day I landed the 532 lb. sea bass) was 35 pounds" says Mr. Dessery in a letter to M. A. Hauser secretary of the Lotus Company.



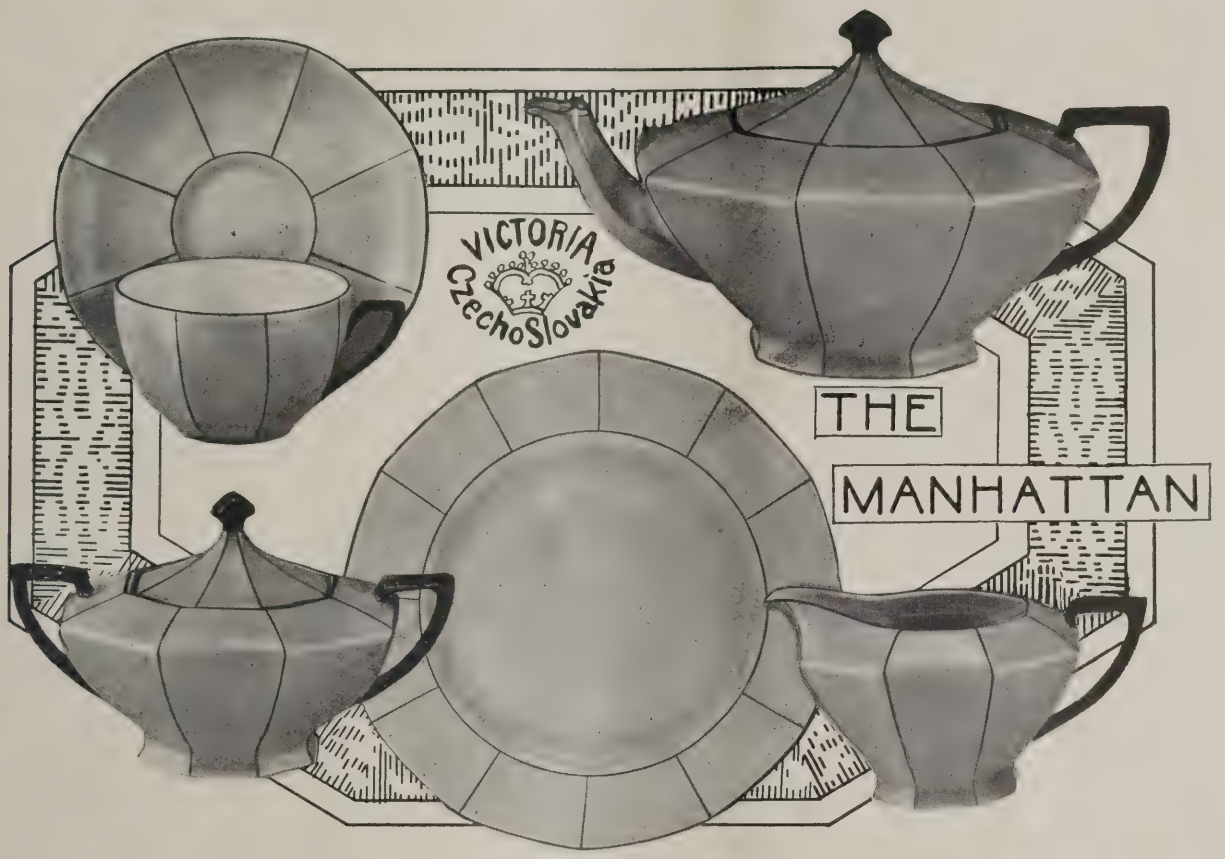
Mr. Dessery proves his story.

"Since our residence in California both Mrs. Dessery and myself have become very much interested in deep sea fishing. We were invited to spend the day with our friend Bill Hall on the Point Lorna barge.

"Well, we went and I am glad we did for I caught

We take pleasure in presenting

The New Manhattan Shape Teaset



OF all the many new things which we are offering to the China and Glass trade this year nothing surpasses in beauty, workmanship and sales possibilities this new Manhattan teaset.

They are being offered in a wide variety of lustre and floral decorations.

We cordially invite you to inspect these sets, together with our full lines of china, glass and gift merchandise, when you are in New York again, or write us so that our travellers may get in touch with you.

LAZARUS & ROSENFELD

98 FIFTH AVENUE **NEW YORK CITY**

At the Gift Shows during August we shall display full lines of gift merchandise:

Philadelphia: Aug. 23rd to Aug. 29th—Hotel Adelphia, Room 716
San Francisco:. Aug. 17th to Aug. 22nd—Hotel Plaza, Room 437

the largest black sea bass that has been caught in Southern California waters this year with rod and reel.

"Here are some high lights, bait a four pound mackerel caught by Mrs. Dessery; time required to land fish after I hooked him, one hour and twenty-five minutes; after he was gaffed it required eight strong men to lift him with two three-quarter inch ropes five feet on to the barge; line used Swastika 24 strand linen line 450 yards; reel Pfluger Avalon; pole a second growth straight grain hickory; length seven feet four inches; weight 532 lbs; six feet eight inches around. The fish was donated to the Salvation Army at Redondo Beach, Calif."

Quite a catch! eh, what!

Potters Adopt New List of Sizes

The executive committee of the United States Potter's Association at a meeting held in the William Penn Hotel, Pittsburgh, Pa., adopted the recommendation of a committee appointed at the last annual meeting held in New York to work out "sizes" of ware. The list, as has been adopted will become effective Jan. 1, 1926. It was the idea of the committee that to change the sizes would be great assistance to the buying trade.

The changes in the list has been officially announced as follows:

2½	inch	Baker	to be renamed		5	inch	Baker		
3	"	Bakers	"	"	"	5½	"	Bakers	
4	"	"	"	"	"	6	"	"	
5	"	"	"	"	"	7	"	"	
6	"	"	"	"	"	8	"	"	
7	"	"	"	"	"	9	"	"	
8	"	"	"	"	"	10	"	"	
9	"	"	"	"	"	11	"	"	
10	"	"	"	"	"	12	"	"	
2½	"	Dish	"	"	"	6	"	Platter	
3	"	"	"	"	"	6½	"	"	
4	"	"	"	"	"	7	"	"	
5	"	"	"	"	"	8	"	"	
6	"	"	"	"	"	9	"	"	
7	"	"	"	"	"	10	"	"	
8	"	"	"	"	"	11	"	"	
9	"	"	"	"	"	12	"	"	
10	"	"	"	"	"	13	"	"	
11	"	"	"	"	"	14	"	"	
12	"	"	"	"	"	15	"	"	
13	"	"	"	"	"	16	"	"	
14	"	"	"	"	"	17	"	"	
15	"	"	"	"	"	18	"	"	
16	"	"	"	"	"	19	"	"	
4	"	Fruits	"	"	"	5	"	Fruit	
5	"	Fruits	"	"	"	5½	"	"	
6	"	Fruits	"	"	"	6	"	"	
All size Jugs			"	"	"	Pitchers			
3	inch	Nappy	"	"	"	4	inch	Nappy	
4	"	"	"	"	"	5	"	"	
5	"	"	"	"	"	6	"	"	
6	"	"	"	"	"	7	"	"	
7	"	"	"	"	"	8	"	"	
8	"	"	"	"	"	9	"	"	
9	"	"	"	"	"	10	"	"	
10	"	"	"	"	"	11	"	"	
4	"	Plate	"	"	"	6	"	Plate	
5	"	"	"	"	"	7	"	"	
6	"	"	"	"	"	8	"	"	
7	"	"	"	"	"	9	"	"	
8	"	"	"	"	"	10	"	"	

7 inch Plate, Deep to be re-named 9 inch Deep Soup
6 " Coupe, plate to be re-named 7 inch Coupe Soup
7 " " " " " " 8 " Coupe Soup
Sauce Boats to be re-named Gravy Boats
Sauce Boats, Fast Stand, to be re-named Gravy Boats, Fast Stand
Sauce Tureen to be re-named Gravy Tureen

Season Lower Prices Than Last

FRENCH PAPERWHITES

Our Quality Service Price

True Grandiflora Type—
Immediate Shipment

	1 case up per 1000	10 cases up per 1000	25 cases up per 1000
12-15 c/m, 1250 per case	$15.00	$14.50	$14.00
13-15 c/m, 1250 per case	19.00	18.50	18.00
14-16 c/m, 1000 per case	21.50	21.00	20.50
15 c/m up, 900 per case	22.50	22.00	

Packed and F. O. B. New York. Full honest grades and pack. No "baby cases" or "trade sizes," and no extra charges tacked to invoice. Prices subject to prompt acceptance.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

Best Values in
JARDINIERES



Vases, Candlesticks, Bowls and Novelties

SEE YOUR JOBBER
OR
WRITE US

THE BRUSH-McCOY POTTERY CO.
ZANESVILLE, OHIO
N. Y. OFFICE—COX & CO., 120 FIFTH AVE.
We make the "LINES THAT SELL."

3	inch	Ice Cream	to be re-named			4	inch	Ice Cream	
3½	"	"	"	"	"	4½	"	"	"
4	"	"	"	"	"	5	"	"	"

Tea for Two

An English journal makes this suggestion. The popularity of the catchy tune of "Tea for Two" should not be ignored by china and glass dealers. A small tea table laid for two should prove a great attraction, particularly to young couples who are purchasing chinaware for their future home. The idea should be acted on before the song is superseded by some other American tune.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



JUDGING from the volume of inquiries being received by the flint glass manufacturers, the industry will be operated on a heavier production during the fall months than past records have disclosed. At this season of the year most all factories begin to show a few new items for fall and holiday trade, these being in addition to the regular lines. Department store buyers have begun to anticipate their fall stocks, and in some instances orders have also been placed for the delivery of holiday merchandise. The latter stocks, however, will not go forward until late October or November. The staple lines of flint ware is in very fair request, but sales seem to be in seasonable volume. There is some slight increase in the demand for staples, and especially for the line of containers, which at this time is in very heavy demand. In fact the plants featuring the container line are all in heavy production and shipments are steady and in rather large volume to all distributing agencies. Not much improvement in the demand for lighting glassware is reported this week, although it is admitted inquiries are being received having to do with fall merchandise. The manufacturers of this like to say, however, that orders for the lighting line will be in very good volume next month, and that factories will be in active production on this line within the next few weeks. Some new shapes are to be placed on the market by these manufacturers for the fall and winter trade. Decorated glassware shows an improvement in demand, many of the department store buyers having begun to place their orders for holiday merchandise. The general line of decorated glassware is selling better than for several months, manufacturers declare.

It is announced that the plant of the Imperial Glass Co., Bellaire, O., will be in full production within the next few weeks. About half force is now employed, and a program of factory improvements is nearing completion. The sales department is of the opinion that fall trade will be equal to that of former years, and as many special items are now included in the line, a larger distribution of the product of the plant is made possible by these additions.

The George E. Lorch, Inc., which operated a large department store on the Southside, Pittsburgh, Pa., has purchased a large brick store building at Seventeenth and South Carson Street, paying $80,000 for the parcel. The building was the former home of the Lorch store and went into other hands when the concern ceased business some time ago. The report is now current the Lorch Store will again be reopened on the old site.

Southern and western buyers of glassware have been given a new traffic service out of Pittsburgh and the upper Ohio Valley by the placing in commission this week of a large side-wheel steamer, the "Kate Adams" which will operate between Pittsburgh and Cincinnati, with connections at Cincinnati with Mississippi river service. Glass manufacturers here and in the Ohio Valley will at once avail themselves of this new shipping route. The entire southwest can be served by this new service, by diverting glass freight at St. Louis.

Manufacturing of glass containers for kitchen cabinets and general kitchen use has been advancing rather rapidly during the last few years, and it was declared here this week that the demand for this line is now the heaviest in history. It is now possible to buy in glass about every accessory a housewife requires for kitchen use, and containers for everything required in cooking. Sugar bins are in growing demand, while the demand for spice jar sets is now at the peak. Some factories are making feature of glass kitchen sets, these to be had in different patterns, and a complete set packed in one carton. A number of department stores have been specializing on these sets this season and sales have been rather heavy.

McDonald Bros., Los Angles, Calif., who have been operating a glass factory there for some years have broken ground for their new factory at Salt Lake, Utah. The contract for the new factory has been awarded the Ashton-Jenkins Co. A quality of sand suitable for the manufacturing of glass has been located in the Salt Lake district.

It was declared here this week that all flint glass factories which were represented at the recent Atlantic City wage conference will continue in operation on a wage scale virtually the same as that which has been in effect during the last fiscal year. Unofficial report is to the effect that while some changes were made in the old scale nothing was done that would disturb the present selling list.

While several state universities have had a course in ceramics in their curriculum for some years, the University of Kansas has now added a course in glass blowing, the course being added after Dr. E. C. Franklin, the noted chemist, wanted the study added in the early nineties. A complete course in glass research work is now being offered in this University.

Glass salesmen covering the York state territory have reported that the record of sales for the Hens & Kelly Co., Inc., Buffalo, N. Y., for the first six months of the current year exceed the record for the same period last

(Continued on page 30)



WHAT THE POTTERIES ARE DOING



A FAIR amount of new business has been received by local pottery manufacturers during the last week, but the volume is not sufficient to keep the factories operating on steady schedules. Part time in all shops is still the general rule, although some particular departments are operating more steadily than others. This is especially true in the decorating departments. Stocks of whiteware in factory warehouses are said to be of sufficient size to take care of all immediate requirements, and with the clay departments operating three and four days per week, there is possibility of a scarcity of white ware. There is some advance inquiry concerning fall merchandise, and some business for September and October delivery is being received, but the peak of the demand has not been reached. The fall and winter demand is not expected to reach its height much before September, and the manufacturers are of the opinion that because of the low stocks in the hands of the retailers, the factories will be very busy during the last four months of the year. Salesmen will soon start on the road for their fall trips, and an occasional new pattern will be included in the lines. The traveling force when they start out again will make rather extended trips, and the territory of each salesman will be covered in detail. Production in the western generalware district at this time is about on the same level as has been previously reported, all things being considered. The summer holiday has closed, and there is every indication that the manufacturers are getting well set for the handling of more business.

The United States Potters' Association will hold its summer meeting in Trenton, N. J., next week, opening Tuesday morning. This is the first summer meeting the Association has held since that of three years ago, which was also held at Trenton. Several months ago it was proposed to have the meeting in East Liverpool, but the majority of the members were of the opinion that it would be wise at this time to go to Trenton. The program of the meeting has not been worked out in detail by the executive committee of the Association. In the main there will be discussions having to do with problems that are now confronting the trade as a whole from the manufacturing standpoint.

Both plants of the Atlas China Co., their No. 1 at Niles, O., and their new No. 2 at Cambridge, O., and now operating on good schedules. Since the Niles plant was rebuilt following a fire, the capacity has been augmented and additional employes have been added. At Cambridge, where their No. 2 plant was only recently placed in operation, all departments are working, and white ware is now being worked into the decorating department. The company now has a capacity of 25 kilns, making the company the fourth single general ware producer in the United States.

Hugh A. Nevin, commercial manager for the Knowles, Taylor & Knowles Co., is absent from his desk on a summer holiday. With Mrs. Nevin he is taking a motor trip into York state.

Better operating schedules are being maintained at the plant of the Carrollton Pottery Co., Carrollton, O. The demand for the open stock dinnerware of this firm for fall shipment is showing a nice increase, and within a few weeks it is contended the factory will be operating full time.

A report has been current in this district, but which lacks any foundation that a large pottery interest had planned to take over a smaller plant. Denial is made that any such business deal is either pending or even contemplated.

"We're planning to handle our usual heavy volume of business during the fall season," declared Frank P. Judge, Jr., sales manager of the National China Co., Salineville, O., this week. "Inquiries are better, and new business is in a little heavier receipt. Our open stock dinnerware patterns are also in better request, which shows that the department stores are doing a better business in this line."

It has been reported here that a new department store is to be opened at Louisville, Ky., by the Jefferson Drygoods Co., which will be operated as one of a chain of stores owned by an eastern syndicate. The new store will occupy the building formerly occupied by Levy Bros Co., the property being owned by Crutcher & Starks at Fourth and Jefferson streets, Louisville.

Negotiations now said to be pending may result in Charles W. Foreman, head of the Southern Potteries Co., Edwin, Tenn., again resuming the active management of the new plant of the Owen China Co., Minerva, O. Mr. Foreman was in charge of the management of the original unit of the Owen China Co., for 16 years until November, 1923, when he retired from that position and took over the management of the Southern Potteries Co. It is declared in Minerva that Mr. Foreman is to head the Owen China Co., and that other changes in the personnel of corporation will probably be announced. The opening of

(Continued from page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Justin Tharaud Showing New Tettau Patterns

EXQUISITE new designs on Royal Bayreuth china, made by the Tettau Factories are displayed by Justin Tharaud, 24 W. 23rd St., New York. These are all characterized by a delicacy of pattern and daintiness in coloring which are most charming, offering many new and distinctive decorations principally in narrow border designs with a few scattered floral patterns. One very lovely number has an ivory rim bordered by a black hair line at the verge. A three-quarter inch band in conventional scroll-like design in soft blue broken by panels showing a graceful bowel of flowers in all reds, blues and yellows with green leaves, decorates the outer edge of the plate. Another pattern consists of a narrow ivory border with tiny spray of two flowers, in delicate pink and blue tender green leaves, alternating with two single rose groups, one pink and one blue. A narrow band in blue and white-tiny white flowers on a solid blue ground is interspersed by small medallions showing a blue flower in a white ground. This is extremely simple yet appealing. One very attractive design, on a pattern with a scalloped edge has a center piece of three large flowers, one old gold, one deep mauve and one red shading into pink, all nestled among shadowy blue leaves with touches here and there of a deeper shade. Small replicas of each large flower are scattered about the rim interspersed with tiny sprays with blue leaves and gold mauve flowers. This design while quite new reminds one somehow or other of an quaint old design seen on one of grandmothers treasured teasets. There are any number of other more conventional band designs also some very dainty scattered flower patterns, enough to suit the never ending demand of the American market. Service plates in a wealth of rich massive, colorful effects, solid colors combined with gold lacey borders and heavy encrusted bands, complete this splendid assortment from the factory whose representation Mr. Tharaud has recently taken.

Clever New Dinnerware Patterns Introduced by Maddock & Miller, Inc.

Vivid colorings, rich and interesting, mark the new dinnerware patterns from the factories of John Maddock & Sons, shown by Maddock & Miller, Inc., 39-41 West 23rd St., New York. A feature of exceptional interest is the new ivory body, clear and smooth, and creamy in tone, on which many of the new decorations appear. Three new patterns are noteworthy. One of rare charm employs a cluster of brilliant hued apples in tones of gold and russet, against a background of all-over latticed vines, with tiny fruits, in vivid green. A tan stem winds about the edge of the plate which combined with the gold edge forms an effective finish to the whole design. This same design is worked out in green and blue and also tan and red. The Madras pattern is also lovely. It employs panels showing vivid colored conventional flower spray design in blue, red and orange. These panels are separated by deep blue bands with a deeper blue stripe running through and a deep blue band at verge completes the border effect. Alternating panels are latticed in deep blue on the ivory ground. The vivid colorings and bold and original treatment of these and other new numbers are in keeping with the modern vogue for the unique and rich in dinnerware. The blues are rich and deep and the yellows, and greens, while brilliant are cleverly toned to satisfy the most fastidious tastes. With the wealth of new dinnerware patterns from these and other factories represented by this importing concern the buyer finds an assortment complete and varied from which to select the stock to fill the unending demand of the consumer for something "distinctive."

Taylor, Smith & Taylor Solve the Turnover Problem

One innovation Taylor, Smith & Taylor, East Liverpool, O., have inaugurated is the carrying of open stock at the factory so that orders will be filled the day after they are received, thus giving the dealer a greater turnover, less investment and more profit. This experiment is being carried out with their No. C. 3086 H. H. pattern a very attractive design with gold mat handles and edges. The border decoration consists of a narrow band in geometric design in pale green, and blue with touches of pink and black. This is outlined outside by the gold edge and inside by a narrow old gold line. Just within this border is a lacy band in old gold broken by large medallions in blue and old gold conventional motif combined with pink roses and green leaves. This alternates with a smaller medallion, carrying out the same idea. The design is dainty and effective. This pattern is being shown in New York at the Imperial Hotel, room 1509, by "Billy" Lynch. Besides this number Mr. Lynch is displaying seven other new patterns all attractive, pleasing to the critical eye and following the present vogue. The pottery is preparing a new shape which will soon be ready to launch on the market.

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE past week has been featured by the biggest influx both of salesmen and buyers, since the beginning of the summer. The best thing of all is that they are cheery, for in these dog days a smile goes a long way. August, like February, has the tonic effect of the beginning of a change toward different weather.

"Tom" Maguire started last Monday on his fall trip for Louis Wolf & Sons, after spending July at Old Orchard.

William H. Bettjeman was unpacking five trunks of portable lamps, silk shades and illuminating glassware in Room L of the Parker House on Monday. He will be here into next week talking up the goods of William R. Noe & Sons, New York.

I. Saxe was at the Parker House until the early part of this week with the fall line of shades for S. Saxe Co., Philadelphia. George D. Dinkel is the permanent representative in Boston for the line and will show the samples at 93 Summer St. D. C. Kaplan, salesman for Dinkel, will be back Monday after a fortnight in the White Mountains.

Last week was the occasion of visits to New York by nearly all the buying staff of Jordan Marsh Co., namely S. M. Averill, lamps; J. S. Martin, dinnerware, and Percy D. Messenger glass. Miss Anderson, buyer of art pottery, is relaxing at Harwichport on Cape Cod. George Flewelling of the china department is also away.

George M. Turner will shortly return from Raymond, Me., to take up the duties of his department at Raymond's, Boston.

W. H. Childs, buyer of foreign glass for Jones,McDuffee & Stratton, left Saturday for East Boothbay, Me., where he planned to spend two weeks golfing, boating, fishing and playing tennis. Before he left he said Czech glassware is going very well, also fancy pottery.

Richard H. Baker, hotel department salesman for Mitchell Woodbury, returned Monday from the Elks' convention at Seattle. George Barber, store salesman left on the second instalment of his vacation in Maine.

Arthur A. Bean, with the Graham & Zenger specialty line, New York, called on his Boston clients on his way through Boston on his vacation last week. Mr. Cardon is expected next month with the firm's general line.

Edward Greeman was at Young's Hotel this week with the line of Charles Hall, Inc., New York importers with a factory and office at Springfield, Mass.

Ira Leon, vice president of the Warner Shade & Novelty Co., accompanied by L. S. Brooks, an old Boston boy, by the way, made Young's Hotel his headquarters for showing the fall lines of lamps and shades, direct from the fair at Chicago. Rich blue silks and gold brocades stood out among the sample shades. They reported doing well in Providence, and next week are headed for Worcester, Springfield, Connecticut and New York State.

Harry L. Seixas, with Edward Boote, New York importer, and Mr. Anderson, representing the Fulper Pottery Co., arrived in Boston last week for a few days.

Arrivals on Monday included Mr. Wolf, representing the Susquehanna Cut Glass Co., Columbia, Pa., and the Weston Glass Co., Weston, W. Va., for T. W. Hamilton, New York agent for these lines, and Colonel William A. Rhodes, who is taking over Harry Muirheid's territory for the Sebring Pottery Co.

William J. Lyons, manager of the P. H. Vose Co. store, Bangor, Me., was in the Boston market several days last week. Other New England buyers were John E. Friberg, John V. Barry Co., Manchester, N. H.; Kelly Crosskill, Folsom's, Inc., Manchester, N. H.; J. J. Galligan, Parke Snow Co., Fitchburg; N. H. Gilbert, Albert Pfeifer Co., Providence, and Mr. St. Onge, Putnam, Ct.

James J. Cribbin, who covers the Eastern States for the Charles Parker Co., Meriden, Ct., was at Young's Hotel recently with their line of floor lamps and smoking stands. This week he expected to reach the Biltmore at Providence.

The Gilchrist Co., last week started selling Hudson and Essex motor cars. It is believed to be the first department store in the United States to sell cars in the same building as its other merchandise.

A Massachusetts law governing auction rooms selling jewelry, watches, art goods and bric-a-bracs, went into effect Aug. 1, and the State Department of Public Safety is despatching information regarding it. It provides that every person desirous of maintaining an auction room must have a local license and make detailed reports to the department of public safety regarding purchases and sales of goods.

(Continued on page 31)

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

NEW YORK stores are rivaling one another in the splendid window dressing, featuring rooms in period style. This is an excellent method of bringing together many objects which have a special appeal for the shopper interested in furnishings of this type. Pottery, glassware, lamps, old time reproduction furniture, hook rugs, etc., can be well displayed in these specially fitted windows, serving to enlighten the passer-by as to appropriate interior period furnishings. Lord & Taylor features a very attractive window in colonial style bringing quaint tables, chairs, cabinets, pottery and lamps conspicuously to view. A dainty blue and white tea set is well placed on a Colonial reproduction table; glass lamps with print parchment shades decorated in old time style and cabinets filled with china of the period occupy the rear of the window. Hook rugs carry out the entire idea of the display which is extremely well arranged with carefully selected colonial designed items.

With period furnishing in mind John Wanamaker is showing eleven most beautiful windows where a highly artistic interior decorative spirit is well defined. Library boudoir morning rooms, dining and living rooms, are conspicuously featured. One beautiful room is furnished in Japanese style with exquisite, painted furniture, in dull red lacquer with gilt decoration. Lamps and pottery are consistent with the furnishings of this room. A reception room has lovely lamps in gold with each colored georgette shade edged with gold and peach ribbon trimming. Another room is a completely furnished bed room, showing twin beds and decorations all in blue. The French believe that blue decorations have a soothing effect and lulls the slumberer to rest peaceably. Old time furniture is the predominating influence of this unique bed chamber. Blue rugs and hangings combine to carry out the blue effect, while two figure lamps with pink chinz shades relieve the monotony of the one tone color scheme. The living room shown, is a masterful achievement in window decoration. This room is fully furnished for the lounger of the house with every whim gratified for luxurious comfort. Beautiful candelabra of grape design, with torchiers and reading lamps and two green glass vase illuminating ornaments add to the effective and restful atmosphere of this elegant room. The various windows displayed are an artistic and extremely worthy accomplishment in interior ornate decoration.

An especially noticeable window is being featured by B. Altman & Co., where the elegance of girondoles is well displayed, and Chinese porcelain vases have a selected place on elegant teakwood tables placed conspicuously in the foreground of one of the windows. These vases have a dark blue background and medallion decorative center of oriental design. Chinese rugs are consistant with the furnishings. The girondoles are placed upon beautiful tables and cabinets, some of six and seven lights, with decorated prisms in various designs. Louis period furniture and elegant rugs give a royal aspect to the entire window setting.

The console set carries out its decorative purpose in a beautiful window of James McCreery & Co., where an amber glass console set and fruit dish have an attractive arrangement in combination with period designed inlaid furniture. Cabinets and tables with green glass thermos bottle sets and cups of the same color in a green wicker basket tray, also add to the decorative accessories of this window. Large antique rugs and elegant hangings serve to intensify the coloring of the floor coverings and "background effect.

A splendid assortment of attractive lamps is offered by R. H. Macy & Co., and enticing imported and domestic dinner services. Beautiful ivory tinted porcelain luncheon sets from Holland, in red, blue and yellow designs are distinctive in their native coloring and decorations. These have 32 pieces and are priced at $4.49. American porcelain 100 piece sets at $27.50, in attractive patterns with gold edges and handles half covered with burnished gold are some of the special values in dinnerware. In the lamp section, bridge and junior lamps at $4.96, $7.94, $9.94 and $13.94 are the outstanding prices. Some of these have handsome hand carved standards beautifully decorated.

A beautiful Vantine window in which a number of Chinese porcelain vases, jardinieres and lamps are shown, emphasizes the beauty of Chinese gold medallion decoration in all its elegance and fineness. A huge vase of this decoration stands in the center of the window with two large jardinieres on either side, with one of five color decoration. Handsome gold and black, and blue porcelain vase lamps with characteristic silk shades elegantly trimmed with heavy fringe and galoon edging grace the back of the window, while teakwood and pearl inlaid tables and stands serve to hold the lamps and vases.

In a window which promotes garden accessories, shown by Lewis & Conger, there is shown an assortment of willow garden baskets, fully equipped with the necessities to develop and care for lawn, and shrubbery, and for carrying fresh cut flowers. These are of green willow, holding cord, fork, scissors, trowel, measure, etc., and are of suitable sizes to conveniently carry these necessary garden tools, which are always needed when the housewife takes a personal care of her plot or shrubbery.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By

J. H. Smythe, Representative

ONE of the most successful hotel merchandise shows in the china, glass and allied industries in recent years, came to a close last Saturday at the Sherman Hotel, where The Chicago Gift Show was held. More than two hundred rooms, including many displays of pottery, glass and allied lines, served as the magnet that brought the buyers in from all parts of the country. The official registration up to noon on Saturday was 1,675 buyers. This was a gain of three hundred and fifty over the previous exhibit held at the same hotel a year ago. Reports of the exhibitors indicate that business was better than they anticipated, thus supplying the determining "success" factor for the big exhibit. The Chicago Gift Show is held under the direction of the Gifts, Art Wares & Novelties Ass'n, of which John Bowman is chairman of the executive committee, and W. C. Owen, of W. C. Owen, Inc., is president. The registration developed the fact that many department stores, jewelry and furniture store buyers were in attendance, as a result of the growth of Gift departments in those retail lines. Among the firms showing glass and pottery at the Chicago Gift Show were: Nathan Straus & Sons, New York; Ira A. Jones Co., Chicago; Oscar O. Friedlander Co., New York; A. L. Randall, Chicago; Harper J. Ransburg Co., Indianapolis; F. B. Tinker, Chicago; Manufacturers Sales Service Co., Chicago, Cliftwood Potteries, Morton, Ill.; The J. H. Stouffer Co., Chicago; Bybee Pottery, Lexington, Ky.; Poillon Pottery, New York; Smith Ceramic Studios, Rochester, N. Y.; Pickard Studios, Chicago; Vineland Flint Glass Works, Vineland, N. J.; Lazarus & Rosenfeld, New York; Art Industries, Inc., New York; Cowan Pottery Co., Cleveland; Geo R. West & Sons, Jeanette, Pa.; N. O. Cederborg Co. and Jones, McDuffee & Stratton, Boston.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Triangle 1000

The venture of Sears, Roebuck & Co., large mail order house, into the retail department store business has proved successful and that concern now plans to extend their retail business to the principal cities of the country. Plans have already been drawn for the construction of two outlying department stores in Chicago which will be operated in addition to the Central department store now conducted. The first of the two stores is already under construction at Lawrence Ave. and Winchester Sts. The other store will be erected in the near future at 79th and Kenwood Street. The stores will be identical in design and size, having a frontage of 325 and 124 feet on two side streets. Another department store is to be built by this concern in Evansville, Ind. in the near future, according to C. M. Kittle, president of Sears, Roebuck & Co. At present a retail store is operated in the branch of the mail order house at Seattle, Wash. It is planned to extend the string of retail stores to Kansas City and Dallas in the course of a year.

The Fair is holding a special sale this week of 2,000 Dinner Sets, particularly desirable for summer home use. The sets consist of 94 pieces and sell for $9.98, choice of four patterns.

Hartman's Furniture Co. is holding an August Sale of glassware, in the China and glass department of their new loop store. Stemware with gold encrusted band decoration is priced at 98 cents each, iridescent stemware is offered at 39 cents each and needle etched, bell shape stemware, is special at 35 cents. A twenty-three piece tea set is popular this week in this store at $6.95.

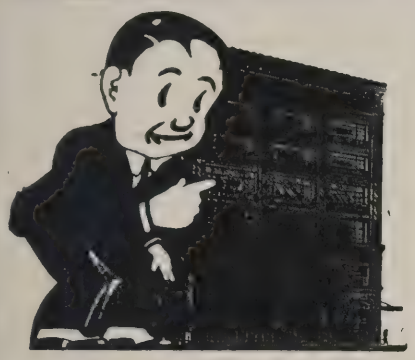
It is understood that a wholesale house, larger than any in the country, is planned by Marshall Field & Co., following their purchase of practically an entire block of property at Harrison, Clinton, Polk and Canal Streets. The property purchased is valued at $2,021,000

(Continued on page 31)

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6580



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars
Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

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THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

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Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
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Central 3497

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9 North Wabash Avenue
Representing:

Pope-Gosser China Co.	Coshocton Glass Corp.
Seneca Glass Co.	H. E. Rainaud Co.
Susquehanna Cut Glass	Shepherd Co.
National Glass Novelty Co.	Wood-Art Co.
Quaker City Cut Glass Co.	Burke Studios
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EARL W. NEWTON AND ASSOCIATES

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ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

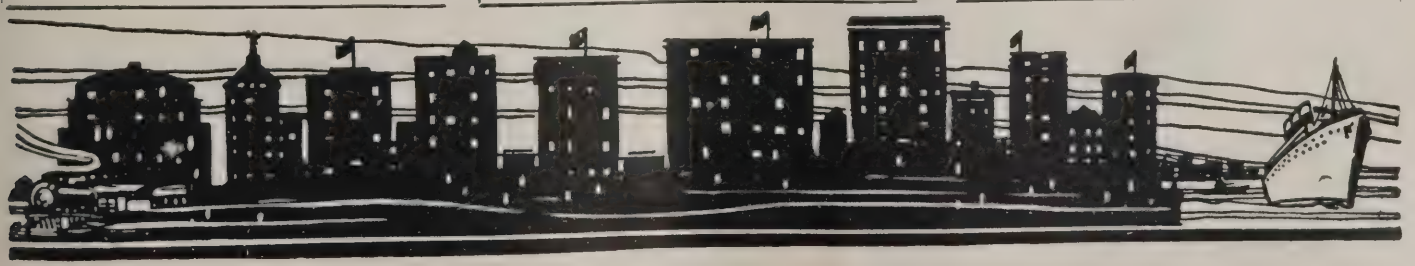
MAKE THIS SPACE Sell Goods For You

For Rates
PHONE WABASH 860

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SEBRING, OHIO
CHAS. L. SEBRING, *President*

W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMEN WANTED

EXPERIENCED salesman to sell china and glassware in the Metropolitan District for prominent manufacturers' representative. Attractive proposition for right man. References required. Box 493, care CROCKERY AND GLASS JOURNAL.

GLASSWARE salesman. Thoroughly experienced, to sell New York trade for one of the best known concerns in the business. Must have recommendations from past positions. Unusual opportunity for man with required qualifications. Box 494, care CROCKERY AND GLASS JOURNAL.

LINES WANTED

WANTED to correspond with manufacturers of lamps with glass and silk shades, also glassware by established salesman now covering middle west territory. Monthly settlement. References. Box 492, care CROCKERY AND GLASS JOURNAL.

Sale of Our Large Stock of Mdse., &c.

CENTRAL CUT GLASS COMPANY

1114 East 63rd St., Chicago, Illinois

TO DISSOLVE THE CORPORATION OFFERS FOR SALE FOR BEST RESPONSIBLE BIDS FILED WITH THEM BEFORE TWELVE O'CLOCK NOON, THURSDAY, AUGUST 27th, 1925.

(1) Figured and plain leaded blanks.
(2) Finished leaded Cut Glass.
(3) Furniture and Fixtures.
(4) Real Estate.

Any one wishing to submit bids will on application be furnished lists of above property.

Glass Factory Activities

(Continued from page 23)

year, and with corresponding increases shown in the glass and china departments. It is said that the special sales campaigns which have been featured by this department store during the last few months has had much to do with the increase in business.

Rapid progress is being made in the completion of the addition to the plant of the Capstan Glass Co.'s factory, South Connellsville, Pa., this plant originally being placed in operation by the late Daniel C. Ripley, for many years president of the United States Glass Co. The Capstan Co. is distributing its product throughout the United States, and production has been on a steady basis throughout the year.

Repairs are now being made to No. 3 tank of the McKee Glass Co., Jeanette, Pa., which collapsed a fortnight ago, destroying about 50 tons of glass and causing the company considerable loss. A number of employes have been temporarily idle since the bursting of the tank, and it is likely that the shop will again be on a production basis within a few weeks.

The Central Glass Works, Wheeling, W. Va., has resumed operations in full after the summer holiday. This company has made a number of additions to its plant, and as a result of installing a gas producer plant is now dependent upon a supply from commercial mains as it has been in past years. The Central designers are now at work on new lines that will be featured in 1926, and some of these will be in marked departure from anything the company has heretofore offered the trade. Additions to the decorated line will also be featured in the 1926 offerings, it is announced.

Sales managers for glass factories in this district are watching with considerable interest the entrance of the large Chicago mail order houses into the retail field. Some of the managers are of the opinion that should these large merchandising corporations place the same lines on sale at retail as are catalogued, that glassware will have a wider distribution than ever before through similar channels. It is also interesting to note that the mail order executives declare that no decline in the volume of their business is noticeable, but that their entrance into the retail field, while primarily an experiment at this time, should prove just as profitable in future years as their wholesale business, because of their large buying power. Indeed, the experiment of the large mail order concerns leads some sales managers to believe that should glass and dinnerware departments be features with other household lines, that some nice new business will develop from that quarter.

What the Potteries Are Doing

(Continued from page 24)

the new plant of the Owen China Co., will mean much to the Minerva pottery district.

The Dresden pottery is in heavier production now than for some months, and its distribution is over a considerable wider territory since A. P. McPherson has assumed charge of the sales department. The company is presenting a new body and glaze, and a number of new open stock patterns have been added to the line. It is the purpose of Mr. McPherson to increase the number of resident agency sample rooms, and in all of these the entire Dresden line will be displayed. For 1926 this company is arranging to show a number of new items, together with an increased number of new and exclusive open stock patterns.

A number of department stores have been interested of late in buying dinner sets for special September sales, and quite a few of these shipments are now going forward.

The 42 and 50-piece set appears to be in best demand, the buyers proposing to feature these sets during the sales period. The spray decorations predominate on these sets, although some border patterns have been used.

Both plants of the Hall China Co., have been in rather active production during the last months, and demand for the entire line, especially the teapot and hotel line of ware is declared to be very good, considering the season. Several new decorations have been added to the line of teapots during the last month. The jobbing interests have been anticipating future requirements of this ware, while the department stores have been ordering th line on a conservative basis. It is indicated by this firm that it will be operating on a normal basis during the fall season.

Boston News

(Continued from page 26)

The Furniture Shop, Inc., Springfield, has a capital of $50,000. The incorporators are Thomas E. Kennedy and Edward J. Ryan of Springfield and Jeannette Roberts of Agawam.

New building contracts in New England for July totalled $58,259,300, a 36 per cent increase over June and a 98 per cent increase over July, 1924, and a month's record. Contracts for the first seven months of the year were 31 per cent over last year. Contemplated new work reported was $42,770,900. The employment situation is considered good in Connecticut and fair in Massachusetts, Rhode Island and Vermont, in common with most Eastern and Western States, but there is a labor surplus in Maine and Vermont. The unemployment is considered largely seasonal and not serious.

OBITUARY

Joseph A. Magrane

Joseph A. Magrane, vice-president and assistant treasurer of the P. B. Magrane Stores, Lynn, shot himself, apparently accidentally while oiling a revolver for a hunting trip, and died within a few hours on Aug. 4. His father, P. B. Magrane, owner of Lynn's largest department store and formerly head of the Magrane-Houston Co. of Boston, was in Europe at the time. He leaves two brothers and four sisters.

The Chicago Market

(Continued from page 28)

and the deed of sale was recorded last week. No official announcement has been made, James Simpson, president of the company, refusing to comment on the plans. However, it is generally reported that Marshall Field & Co. have been seeking a site for a larger wholesale house, and it is assumed that last week's purchase is for that purpose. The company will announce their plans, according to Mr. Simpson, in the near future.

Quality and Service in Ceramic Materials

RHCCO A1

HOW can you be certain of securing materials that will measure up to the critical standard made necessary by your delicate operations?

Select Ceramic Chemicals, Minerals and Oxides bearing the dependable A1 trade mark. They take the uncertainty out of purchasing for their reliability has been unquestioned for nearly half a century.

Through our study of Ceramic manufacturing needs, and organization of facilities, we are able to fully meet your ideas of service.

The ROESSLER & HASSLACHER CHEMICAL CO.
NEW YORK

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

The Eighth Semi-Annual Interstate Merchants Council will be held in Chicago this week. Merchants, operating principally general stores and variety goods stores, will come to Chicago from all parts of the middle west, for this meeting and convention, fostered by the Chicago Association of Commerce. The organization has a membership of 2,600 in thirty-six states. W. C. Hall of Green Bay, Wis., is president.

Quaker Utilities Co., Arnold and 12th Street, Chicago Heights, making ironing machines and household utilities, is a newly incorporated concern with a capital stock of 750 shares non par value.

The Elgin Cash Department Store, Elgin, Ill., has filed a petition in bankruptcy. Liabilities, $1,000 upwards, assets not listed.

Rosenberg's Department Store, 19th and State Streets, Granite City, Ill., is a newly incorporated concern. Capital, $40,000.

LeRoy Baxter has been appointed manager for the Martin Mercantile Co., 652 W. Lake St., Chicago, Ill., taking up his new duties September 1st.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
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DOLLS AND TOYS
Published Every Thursday
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Vol. 101 August 20, 1925 No. 8

AS THE EDITOR SEES IT

SALESMEN OR CLERKS?

IN discussing the measures by which chain stores maintain the success which is disconcerting, to say the least, to independent stores throughout the country, a recent speaker stated that the man behind the counter is the most valuable link in the sales chain, for he is the one contact they have with the customer. Therefore the chain store pays attention to him and the work never fails to pay large dividends. A chain store executive, in answer to inquiry as to what particular branch of sales-help training be considered most profitable, replied unhesitatingly, "That which helps our people to know their stock. How can a man or woman be expected to sell something about which he or she knew little except the price and name?"

THEREFORE this particular "chain" follows a definite system right down the line. Their people know their goods. They know how to talk about them intelligently and as a result they make five sales where the average store makes only three. This fact has been established by checking carefully the various departments against others in similar stores. Some merchandise may sell itself its true, but mighty little of any thing but necessities of life can be moved over the counter without some active effort on the part of some one. And it's not usually the clerk who does the pushing. It's done by the advertising man, the display man, the buyer, the executives, by every one except those hired for that express purpose.

IS there anything more exasperating, I wonder, than an ignorant uninterested salesperson, anything that can dampen a shopper's enthusiasm more completely, and kill a sale more thoroughly than a blank stare and shake of the head in answer to a simple question about the article one is considering? How well those chain store people have sized up the problem. It's the man behind the counter who, coming in such close contact with the customers as he does, is the important factor in the whole from-factory-to-consumer journey. Training of salespeople is an absolute necessity in merchandising. The chain store salesman knows his goods; the house-to-house canvasser knows his wares from A to Z; the mail order catalogue or rather the man who gets it up, knows the goods it advertises. And these three elements are enemies to be combated by the individual sales organization.

THERE are so many things to be known about the merchandise in our fields, much that should be known of actual necessity and much that should be known for the added interest it may give to both customer and seller. A designer of English pottery has just come here to study the demands of the American market. One must design china suitable for the various types of American homes, says he. Every type of design and shape is not suitable for every style of furniture. Therefore the varying needs of American consumer must be studied. Just so the woman or woman selling china and glassware must know her market and its needs and she must know which of her stocks best meet the needs. She must be intelligent and interested.

NOW you can't expect your sales people to realize all this themselves. It isn't human nature. You dealers must see that they are taught, first that they must know about their goods and second what they must know. It's up to you to see that the "vital links," the "intimate contacts" with your customer are trained adequately.

Potters Hold Session in Trenton

A Happy Mixture of Business and Pleasure Marks One of the Most Enjoyable Gatherings of the United States Potters Association

TWENTY-EIGHT potteries were represented at the summer meeting of the United States Potters' Association held in Trenton, N. J., on the 18th and 19th of August.

D. William Scammell, president of the Scammell China Co., acted on behalf of the Trenton host and running true to form thought of everything that would make his guests comfortable and keep Trenton in their minds for some time to come. To say that he was an ideal host is but to reiterate a trite saying which smatters of country newspaper reporting. His hospitality rather took the form of an old fashioned southern welcome into the bosom of the family, when everything that the host has is at the disposal of his guests.

Even those who felt the need of an extra filip, perhaps at the order of the doctor, or else because of long life custom, even they were comforted.

The proceedings went along smoothly under the chairmanship of Fred B. Lawrence, of Newell, W. Va., president of the Association, who took the various headings of business in their regular order, quickly disposed of them in an admirable manner, listening to discussions and finally referring them to the sub-committee, under whose jurisdiction they would naturally come to be reported upon at the annual meeting.

Secretary Charles Goodwin capably presented matters that had come before him in his official capacity and read many communications from various sources.

Cooperation with the industrial department of the Metropolitan Museum of Art was requested in one communication, wherein is stated that many trades consulted it from a design standpoint.

This was considered a good thing and the general opinion was that the advice and guidance of such experts as are in charge would be of benefit to the trade in general.

It was also suggested that the back-stamp "made in America" should be used on all pottery to distinguish it from foreign goods. Some thought this superfluous as all imported goods had to be stamped. Still others expressed the opinion that a stamp "Made in the U. S. A." would be good and that the notice of labor unions should be called to this, as so many of their women folks were buying imported goods unknowingly or unheedingly.

National advertising for the purpose of interesting American housewives in American-made china and semi-porcelain as a means of bettering the present slack condition in the pottery trade was one of the prime questions discussed. As the result of the discussion announcement was made that the general ware trade was experiencing "rather poor" conditions and that potteries both here and in the middle-western states were operating at only 65 per cent capacity. This condition was due to foreign goods replacing American-made pottery as a result of the low cost of labor prevailing in European countries. To off-set this influx of cheap ware the operators decided to conduct a national advertising campaign in newspapers and magazines in an attempt to arouse interest in American goods.

It was suggested that a questionnaire be sent out to all those dealing in pottery similar to those sent out by Board of Trade in other lines, but it was not quite clear upon what lines this would be laid. This will undoubtedly be attended to by the energetic secretary.

The afternoon was taken up with an executive session. In the morning before the session began several delegates went to see the Lenox Pottery and were much impressed with the infinite care that each piece was treated and admired the beautiful showroom.

The potteries, and their representatives attending were as follows:

Atlas China Co., Niles, O. C., L. Gray; Anchor Pottery Co., Trenton, N. J., Enoch Mountford; Bailey Walker China Co., Bedford, O., Harry Bailey; Edwin Bennett Pottery Co., Baltimore, Md., George Bower; Buffalo Pottery Co., Buffalo, N. Y., Lew H. Bown; Cannonsburg Pottery Co., Cannonsburg, Pa., Willard C. George; Crooksville China Co., Crooksville, O., Guy E. Crooks; W. S. George Pottery Co., East Palestine, O., W. C. George, and J. S. George; Hall China Co., East Liverpool, O.; Robert Hall and Malcolm Thompson, Hopewell China Co., Hopewell, Va., Sol Ostrow; International Pottery Co., Trenton, N. J., Ambrose Dale; T. A. McNicol China Co., E. Liverpool, O., T. A. McNicol; Onondaga Pottery Co., Syracuse, N. Y., B. E. Salisbury; Owen China Co., Minerva, O., C. E. Foreman; Pope, Gosser China Co., Coshocton, O., G. C. Mitchell; Scammell China Co., Trenton, N. J., William and Scott Scamell; Sebring Pottery Co., Sebring, O., Charles L. Sebring; E. H. Sebring Pottery Co., John Horton; Schenango Pottery Co., New Castle, Pa., C. W. Read; Smith, Phillips China Co., E. Liverpool, O., Charles Bowman; Southern Pottery, Inc., Erwin, Tenn., G. F. Brant; Standard Pottery Co., E. Liverpool, O., D. M. Cronin; Steubenville Pottery Co., Steubenville, O., W. D. Wintringer; Summit China Co., Akron, O., G. F. Tuttle and W. I. Pope; C. C. Thompson Pottery Co., E. Liverpool, O., G. C. Thompson; West End Pottery Co., E. Liverpool, O., Chas. H. Aschbaugh; H. R. Wyllie, China Co., Huntington, W. Va., C. R. Spittler; Mercer Pottery Co., Trenton, N. J., Mark Solon, CROCKERY AND GLASS JOURNAL, New York, F. Calvin Demarest and *Housewares*, New York, Ernest H. Bennett.

On Wednesday morning the whole party was taken in one of those de luxe automobile buses to Doylestown, Pa.

Here they were given a rare treat in a visit to the home of Henry Mercer. This is built of concrete in the style of an old castle, with a charming atmosphere of the Old World and filled with old prints, etchings, rare books, antique furniture and objects of art from all parts of the globe, a collection of a life time made by Mr. Mercer.

The latter was extremely gracious in extending a warm welcome to his guests and the house proved extremely interesting to the potters who only regretted that there was not more time in which to see the place as it should be seen, which would require, however, at least a day to do it justice.

A feature of the building that brought forth exclamations of admiration for Mr. Mercer as an artist and manufacturer of decorative tiles was the wonderful tiles used in the construction of his home. They were employed most effectively throughout the house as ornaments for ceilings, fire places, etc.

Following the inspection of the house the guests were escorted to Mr. Mercer's plant, where the tiles are made. This, too, is an artistic building of the same construction as the house and situated on the estate not far from his home. The process of manufacture and marvelous examples of Mr. Mercer's art in conception of design and making tiles was again of much interest.

After leaving the estate on the outskirts of the town, the guests were taken to the Mercer Museum in Doylestown (a gift of Mr. Mercer to the town). Here is displayed a very unusual and massive collection of everything having to do with the early history of our country. This building, too, follows the same style of architecture and construction as the buildings on his estate.

After a most enjoyable inspection of the museum, the guests were then driven to Ingham Springs, a pretty grove overlooking a small lake and spring of bubbling water nestled in among the hills. Awaiting them there was an old fashioned basket lunch which proved just another touch of the Scammell genius.

From Ingham Springs the party was taken to the new pottery of John Maddock & Sons Co., in Trenton. Under the guidance of Mr. Holmes the guests were taken all through the plant which is the last word in efficiency and modern construction.

The party was then taken to the Trenton Country Club, where there was yet time for those who wished to indulge in some golf before dinner. Several took advantage of the opportunity and found Mr. Scammel a wonderful help to their sensitive nerves as they drove off. The latter's intimate knowledge of the characteristics of each player, which he announced to the gallery as they were all set to drive, caused trembling hands to falter and balls to lack the force and precision, which the players claimed was usually theirs.

Now for the dinner—it was one of those delightful get-together feasts with a menu made up of sea shore specialties that succeeded in tickling the palate of the diners to a nicety. In short it was conceived and served as only Trentonians know how.

Mr. Lawrence warmly expressed his appreciation and thanks to Mr. Scammell and his associates for the wonderful time provided by them and then called upon Thos. B. Anderson of the Pope Gosser China Co. and Harry Wintringer of the Steubenville Pottery Co., who in turn voiced their deep appreciation of the delightful and interesting time given them by Mr. Scammell and their other Trenton hosts who did themselves more than proud on this eventful occasion.

Your Trade Paper Ready to Help

Some manufacturers are apt to belittle the value of their trade papers, looking upon them as "necessary evils" and support them on that basis, while it has been proved over and over again that the progressive manufacturer who uses his trade organs intelligently is not the first complaining of hard times.

Trade papers are not only an *absolute necessity* in all trades but should be recognized by the members of the trade they represent as inestimable assistance and their cooperation sought in every upward and onward movement.

The old time trade organ is a thing of the past. Today with the dying out of the old school, the present trade paper publishers are "on their toes" every minute, seeking opportunities to be of service.

If manufacturers will recognize this and consult more freely with the specialists of their trade organs, they will derive valuable aid, and suggestions that are practical.

Most publishers, among which is Demarest Publications, Inc., have on their staffs, men who are trained in publicity matters, who depend upon their practical ability to insure them good salaries, and when manufacturers realize that the advantage of such training is at their command, without cost, and that it will give pleasure to the publisher to furnish it, they will come nearer to solving their publicity difficulties.

Collective advertising of a commodity of general utility and use has proved successful in many industries and there is no reason to believe that the same effect could not be attained for the Crockery and Glass industries.

This may be done in many ways.

Should the columns of magazines with the maximum circulation be used, then a campaign running into the expenditure of hundreds of thousands of dollars would be necessary to make any appreciable impression on the mind of the public.

The automotive industry counts its collective advertising bill in millions.

The great question is would the potters, or glass makers colectively be willing to spend the amount of money needed to make an impression, or would they "just try it" for a week or two and if immediate results did not accrue give it up as a failure.

More advertising campaigns have been "flat-tires" through a "faint hearted" policy, than through poor judgment, although many have been "fade-outs" through the latter condition.

In any such a campaign it must invariably be hooked up with dealer advertising if it is to be a success and this is

(*Continued on page 22*)

CAUGHT IN THE NEWS NET

THERE is perhaps no man in the glass manufacturing business who works harder or more conscientiously than does Victor Wicke, president of the Imperial Glass Works, Bellaire, O. For this reason a rest from his arduous tasks is all the more welcome. In his recreation, as in his work, Mr. Wicke applies a fundamental policy of economy. When the various branches of the glass industry hold their annual convention at Atlantic City in July, Mr. Wicke attends and usually remains after the sessions are over to get the benefit of having the ocean breezes blow some fresh ozone into his lungs giving him new life for the strenuous fall campaign that is to follow. Then after the rest at the seashore, he usually makes a visit to his agents on the east coast, visits his friends and relatives in New York and while transacting his business gains the benefit of the change of air. After a month's respite from the petty annoyances that necessarily come into any live business such as his, he returns full of vigor to combat any problems with which he is confronted. After completing his combined vacation and business trip in New York, where he spent two weeks on a visit to his local agents, Cox & Company, he returns to Bellaire, O., today (Thursday).

A. O. C. Ahrendts, of the Atlas China Co., Niles, O., was in New York this week at the Pennsylvania Hotel, where he had several interviews arranging a line-up for the representation of his line in various portions of the country. The factory is now in full swing and thirty day shipments are promised.

L. A. Bennet, representing Phillips, Thistle and Smith, was called in from the road this week to go over the new and attractive goods that this progressive firm is offering in their various lines for the Fall. Mr. Bennett covers part of New England and Pennsylvania for the concern.

Guy E. Crooks, head of the Crooksville China Co., Crooksville, O., took the opportunity of visiting New York after attending the United States Potters' Convention at Trenton, on Tuesday and Wednesday. He spent Thursday here with his agents, John L. Pasmantier & Sons, and was greatly pleased with the new salesroom they recently opened for the display of the Crooksville line.

Willard C. George, president of the Canonsburg Pottery Co., Canonsburg, Pa., W. Campbell George and J. S. George, president and vice president, respectively, of the W. S. George Pottery Co., East Palestine, O., were all visitors at the office of their New York representative, S. H. Slobodkin, on Thursday, following the potters' meeting in Trenton, which they attended.

The wide circle of friends in New York of Herbert Schulenburg, manager of the ceramic department of the Palm Bros. Decalcomania Co., will regret his departure for Cincinnati, O., where he will make his headquarters in the future. The ceramic and mineral departments have both been transferred from New York to the Cincinnati office. The change will enable Mr. Schulenburg to keep in closer contact with the pottery center in the west and thus be able to give them better service.

The California Hardware Co., 500 East First St., Los Angeles, have opened a wholesale china and glass department in connection with their wholesale general hardware business. They will be glad to hear from domestic manufacturers and importers and manufacturers of foreign lines of china and glassware.

Vacation season is now in full swing and one notices the lassitude apparent among the office force in the various crockery and glass showrooms. Strapping young chaps as brown as the proverbial berry wish that they were back in the ocean enjoying a swim instead of having to wait on customers who should drop in to place orders. Others not bearing the outward sign of tan are looking forward to the two weeks that they themselves will spend on the ocean front, at the lakes, or in the mountains.

H. F. Phillips, Metropolitan representative for Thomas G. Jones, has returned from Bradley Beach. Like the others he bears a coat of tan that approximates that of an East Indian.

Clarence W. Young, who at the present time is in Philadelphia on a selling trip, leaves for Long Island at the end of this week where he will spend next week fishing, swimming and loafing. His partner, C. D. Vail, returned last week from Highlands, N. Y., which he made his headquarters for automobile trips in and around all the beautiful scenery in the vicinity of Poughkeepsie.

J. Thorley, who is over from England, one of the members of Allerton's, Ltd., who has been visiting Maddock & Miller, Inc., their United States representative left for Canada today (August 20th), where he is going to look over the field, visit agents and get a general view of the business situation in Canada. In about a week he will return to New York for a further two weeks' visit before sailing for home.

James E. Duncan, Jr., of the Duncan & Miller Glass Co., Washington, Pa., paid Paul Joseph a visit last week.

(Continued on page 18)

TELEPHONES LONDON G P O 2755 CENTRAL
FACTORY 1574 POTTERIES
A B C CODE 5TH EDITION

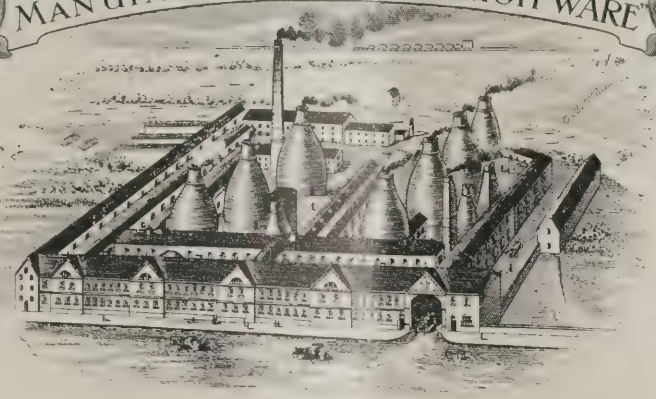
DIRECTORS
W H LEIGH A K LEIGH
E D LEIGH

TELEGRAMS AND CABLES
BURLEIGH BURSLEM

ESTABLISHED 1851

BURGESS & LEIGH LTD

MANUFACTURERS OF "BURLEIGH WARE"



LONDON
SHOWROOMS
44 FARRINGDON STREET E C

MIDDLEPORT
POTTERY
BURSLEM
STAFFS

Aug. 10th 1925

Gentlemen,

We have pleasure in advising you that we have this day appointed Messrs. F. C. Reimer Co. Inc., 49/51 West 23rd. Street, New York, as our sole representatives in the U. S. A.

Our goods are known to many of you. We are first and foremost a Dinner Ware House, our reputation having been built up on our underglaze productions.

For some time we have felt that you have not had the fullest opportunity of having brought before you our line as it should have been presented - we have remedied this. In appointing Messrs Reimer, we are confident that you, as well as the factory, will be well served. They are now showing a very full range of our Dinner Ware, together with a selection of our latest Fancy Lines and we give you a cordial invitation to visit them at 49/51 West 23rd. Street. It will be in your own interests and will be greatly appreciated by our Agents and ourselves.

Assuring you at all times of our earnest endeavours to please you.

We are,

Yours very truly,
per pro. BURGESS & LEIGH LTD.

E. D. Leigh Director.

High Prices Not Due to the Retailer

THE retail merchant often bears the whole blame for high prices, when the cause is to be found in the inefficiency of someone else, according to Alvin E. Dodd, manager of the Domestic Distribution Department of the United States Chamber of Commerce, speaking recently before the merchants of Southwest Texas at the annual business clinic of the San Antonio Chamber of Commerce.

Mr. Dodd had for his subject, "Some National Problems of Distribution and their Effect on the Local Merchant." The local merchant he declared, in fixing his price is affected intimately by the national probblems of storage, transportation, cancellations, returned goods, credit, advertising, taxation and insurance. Knowledge of distribution lags behind knowledge of manufacture and transportation, he pointed out, attributing this to the fact that until recently there has been no need to economize in national wealth and that wastefulness has characterized methods of distribution as well as consumption.

To illustrate the effect of the modern system of distribution of standards of living, Mr. Dodd drew a comparison between the so-called "good old days" and today.

"The 'good old days' of a century ago were probably about as comfortable as can be imagined. The average householder cut his own wood, drew his water from a well, shivered in half heated rooms, strained his eyes reading a poorly printed newspaper by candle light, walked through muddy, unpaved streets, received his mail and merchandise after a long wait for it to be transported by coach or canal boat.

"Nowadays the not-so-tired business man leaves his office, or his golf club, rides home in his Detroit automobile over streets of Trinidad asphalt, enters his house built of Portland cement and Georgia pine and filled with Grand Rapids furniture and Brussels carpets, eats his dinner of Texas beef and Maine potatoes off a fine china plate and afterwards sits down at leisure to smoke a cigar wrapped in Sumatra tobacco grown in Connecticut and reads a Chicago mail order catalogue printed on paper made from Canadian pulp, offering to ship him anything from a cold remedy to a cold chisel.

"Our retail trade has grown enormously. The sum of wholesale and retail transactions in 1922 was nearly sixty billion dollars. The modern distribution machine does work that would have been impossible for the old machines; but being more complicated it is in greater danger of getting out of order and is much more difficult to operate.

"The growing interest displayed by merchants in the problems of distribution argues well for their satisfactory solution. The dearth of reliable information and statistics regarding distribution is, however, a great handicap."

The speaker described in detail the organization of the National Distribution Conference, a congress of prominent distributors who met in Washington last January under the auspices of the Chamber of Commerce of the United States. Six committes are operating as follows: Committee I.—Collection of business Figures—Chairman, Mr. Owen D. Young, General Electric Company; Committee II.—Trade Relations—Chairman, Mr. A. Lincoln Filene, Wm. Filene Sons Company, Boston; Committee III.—Market Analysis, Advertising and Advertising Mediums—Chairman, Mr. Stanley Resor, J. Walter Thompson Company, New York; Committee IV.—Expense of Doing Business, Chairman, Mr. Robert R. Ellis, Hessig Ellis Drug Company, Memphis, Committee V.—Methods of Distribution, Chairman, Dr. Melvin T. Copeland, Harvard Bureau of Business Research; Committee VI.—General Conditions Affecting Distribution, Chairman Hon. Sydney Anderson, Millers National Federation Chicago.

The personnel of the committee includes men nationally known and eminently qualified to contribute to the work.

The committees have organized into sub-committees, to study the various phases of each subject. These sub-committees are now at work collecting and sifting all available data. Their reports will be submitted at the second meeting of the National Distribution Conference this fall and they are expected to shed light upon the national perplexities of distribution.

Mr. Dodd then emphasized the three cardinal principles of successful competition in retailing, efficient merchandizing, ethical behavior and cooperative organization in another address on "The Present Competitive Situation and How the Smaller Marchant May Successfully Meet It."

"Competition is keener today than ever before," said Mr. Dodd, "Therefore the retailer who does not make use of modern methods is not going to survive long."

Dealing with a growing appreciation among merchants of scientific methods and labor saving devices Mr. Dodd warned his audience that there is a limit beyond which a merchant cannot go in making his work easy. Success, he stated, still depends upon the industry and initiative of the individual.

The speaker discussed in detail some of the factors to be considered by the merchant—location of the store, accounting methods, budgeting, advertising window trimming, stock arrangement, stock control mark-up, deliveries, credit and seasonal fluctuations. The Domestic Distribution Department of the National Chamber, he said, has published treaties on these subjects.

(Continued on page 20)

1890

NEW YORK
BLOCH

1925

Thirty-Fifth Anniversary

IN MAKING this announcement we are mindful of the fact that our thirty-five years of progress are very largely due to the confidence and patronage of our business friends.

We recognize and appreciate that fact, and, in looking forward toward the future, we can hope for nothing better, strive to deserve nothing finer, than a continuation of those friendships we have made in the past.

In order that you may share in our commemoration of this anniversary event, we have just issued a handsome booklet in colors, wherein we present some extraordinary anniversary values in lamps and shades, Bon Ton Silverware and imported china. You will immediately recognize and appreciate the values of these anniversary specials.

IF YOU HAVE NOT RECEIVED YOUR COPY OF THIS BOOKLET WE SHALL GLADLY SEND YOU ONE

L. D. Bloch & Co.
37-41 East 18th Street
New York



Section showing reinforced "Safedge."

"Safedge" Crystal permits the full enjoyment of dainty thin blown glassware. New creations in cuttings and decorations are now available all with our famous chip resisting "Safedge."

Announcing

A UNUSUAL ADVERTISING CAMPAIGN

EST. 1818 Libbey Safedge PROTECTED NONIK GLASSWARE

SEE OUR NEW AUTUMN LINES

We invite you to inspect our many new lines of "Safedge" glassware. In addition to the well known "Nonik" shapes we have several services of unusual beauty embellished with exquisite decorations for home use.

An advertising campaign in local newspapers will begin in September to bring before your buyers the extraordinary advantages of chip resisting glassware. Increase your sales and make them repeat with one of our "Safedge" lines.

THE LIBBEY GLASS MFG. CO.

Suite 258-260
FIFTH AVE., BLDG.

200 Fifth Ave. New York City

Buyers in New York

AUGUST 13, 1925

A. C. Heagland, china, glassware, house furnishings, Mass Bros., Tampa, 120 W. 32d (A. Fantl).

AUGUST 14, 1925

L. Loewenherz, china, glass and gifts, L. Loewenherz Bros., Inc., Columbus, Ga., 43 W. 23d St.

M. G. Peart toys, Downing-Loeke Co., Jackson, Miss., Martinique.

J. Atkins, housefurnishings, Auerbach Co., Salt Lake City, Utah, 333 7th Ave. (J. M. Biggins, Inc.).

AUGUST 17, 1925

F. V. Zug, china, Kaufman's, Harrisburg, Pa., 1150 Broadway (F. Lilienthal & Co.).

T. J. Gill, china, glassware, Emery, Bird, Thayer D. G. Co., Kansas City, Mo., 25 Madison Ave.

Mr. Libby, housefurnishings, china, glassware, Burrows & Sanborn, Lynn, Mass., 1440 Broadway. (R. J. Cronin).

L. Kugel, gifts, Kugel Bros., Sandusky, O. Breslin.

Miss V. Mackall, silverware, G. M. McKelvey Co., Youngstown, Pa. R. M. Mater, housefurnishings, china, toys, 333 7th Ave. (J. M. Riggins, Inc.).

AUGUST 18, 1925

P. S. Lawrence, housefurnishings, Coyle & Richardson, Collingwood.

Miss L. Scheuer, china, house furnishings, toys, silverware, McAlpin Co., Cincinnati, Ohio. 23 E. 26th St. (W. T. Knott).

F. E. Fleischmann house furnishings, toys, china, glassware, lamps, I. Frennuth, Duluth, Minn. 1170 Broadway. (Ahrens, Smith & Ferguson).

H. T. Siemon, housefurnishings, Herpolsheimer Co., Grand Rapids, 1170 Broadway. (Aherns, Smith & Ferguson). York.

Miss M. Badewitz, china, housefurnishings, toys, M. Badewitz & Co, St. Louis, Mo. 115 W. 30th St. (B. F. Levis).

J. W. Everett housefurnishings, toys, china, O. Falk's Dept. Store, Tampa, Fla. 1150 Broadway. (F. Lilienthal & Co.) Latham.

J. Wahl housefurnishings, toys, L. Wahl & Son, Tampa, Fla. Breslin.

L. Falkner, lamps, S. Grumbacher & Son, 1150 Broadway. (F. Lilienthal & Co.).

H. Newmark, silverware, H. H. Newmark Co., Louisville, Ky., 128 W. 31st St. (F. Loverin).

J. Ganz, silverware, Boston Store, Milwaukee, Wisc. 129 W 31st St. (American Retailers Assn.).

Miss M. A. Mohan, china, toys, lamps, housefurnishings, The Hollowell Wire Co., Penn., N. Y. Commodore.

AUGUST 19, 1925

M. H. Blakely, housefurnishings, toys, Trask, Prescott, Richardson Co., Erie, Pa. 105 Madison Ave. (Mdse. Reporting Co.) Welcott.

O. E. Spaeth, silverware, Emporium Merc. Co., St. Paul, Minn 105 Madison Ave. (Mdse. Reporting Co.).

Caught in the News Net

(Continued from page 14)

He had just returned from Boston, where a centenary is being held and was much gratified to find how reproductions of New England sandwich plates were being received. Stowell, of Boston, states that the demand for them is tremendous.

Frank L. Pegram, of Parker Gardner & Co., Charlotte N. C., was an active buyer in the market this week.

R. W. Gunther, salesman for the Jefferson Glass Co. with headquarters at 356 5th Ave., has just completed a trip through the New York and New England states, where he found conditions improved and the demand for lighting glassware quite encouraging.

Mr. Kruger, Wichita Falls, Texas, leading spirit of the Kruger Jewelry Co., was much encouraged over the conditions of business which gave him more confidence in placing orders while visiting the New York market this week.

(Continued on page 31)

A Distinctive American Product

For Home Decoration

Sold Thruout the World

Send For our Beautiful Catalogue in Colors.

Factory and Offices

FENTON ART GLASS CO.
Williamstown, W. Va.
U. S. A.



Mark up of 100% would be popular price.

At 50% would be a bargain on our china ware. There's a reason.

All useful articles prettily decorated. Large varieties to retail from 25c. to $5.00. Many higher priced also.

Write for Illustrated Catalogue

Mogi, Momonoi & Co., Inc.

Importers of Japanese Goods
105-107 East 16th St.
New York, N. Y.

Many of the expenses with which retail business is burdened, Mr. Dodd pointed out, are due to competition gone mad. "Whenever a merchant or a group of merchants complains about the losses and worry caused by the credit he is obliged to extend to every Tom, Dick and Harry, someone gives a racous laugh reminds us that the merchant himself is to blame for this condition."

The speaker referred to a belief that house-to-house canvassers can be legislated out of existence or overcome through "Buy at-Home" campaigns.

"Sentimentality has no part in a 'Buy-at-Home' campaign" said Mr. Dodd. "The best means of competing with house-to-house canvassers and mail order houses is to offer equal merchandise at favorable prices. And when you claim something for your goods or your prices, make good on those claims."

Mr. Dodd said that the efficient methods of chain stores had taught the independent retailer to become a better merchant. "There is plenty of room and prosperity today for the independent store," he said.

The speaker compared the old idea of cut-throat, selfish competition with the modern idea of responsibility to the community.

"Most merchants" he said "are fair in their dealings and they realize that honesty is a business policy that pays and that dishonesty is poor judgment."

Mr. Dodd devoted considerable time to the various methods among retailers, such as merchants' institute, to promote the exchange of ideas and community sales events, such as Dollar Days, Fashion Shows and the Neosho Plan, which originated in Neosho, Missouri.

In general, Mr. Dodd said, there are too many cut price sales, and this is a great weakness in our competitive system.

"If a merchant can sell goods at such radically reduced prices, the public is very likely to believe that the original price were too high. Cut down the number of individual sales, was his advice, and unite in making successful a small number of community sales events in which all merchants can join."

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX,
Expert Accountant and Analytical Auditor.

Checking Up on Sales

This is another of a series of talks on retail methods.

In a busy store the question of cash control is very important. It is comparatively simple to check up all cash receipts provided that sales are either rung up on the register or recorded on a numbered cash slip What about the sales person, however, who receives cash without ringing up the sale or making out a cash slip? An absolute and fool proof device to catch these deceivers has not yet been found, although a watchful eye on the part of the proprietor or his assistant may overcome much of this abuse. Losses in stores continue to be tremendous by virtue of defaulting sales persons.

Here is a little suggestion that may prove an added security and also help to advertise the store by bringing back customers: Make a rule to your salespeople that no sales can be made without issuing receipts, either in the form of a cash register card or a sales slip. Then, post a number of signs about the store, saying something like this:

> INSIST UPON GETTING A RECEIPT.
> It is worth —% to you on your future purchases.

This will encourage the customer to insist on a receipt, which, of course cannot be issued by the salesperson unless it acts at the same time as a record of the sale.

Have the same wording on the receipt itself and explain further under what condition this "Bonus" may be available. You may say that you will allow 5% on the next purchase or that you will give a valuable present for purchases made during Christmas week, etc., etc.

These "Bonuses" must be given out only by a responsible person in your employ or better yet, by the proprietor, who at the time of the transaction has an opportunity to add a few words of appreciation and incidental sales talk. The receipts turned in by the customer must immediately be mutilated, so that they cannot be used again.

It is obvious that a customer will insist upon a receipt with each purchase and this method will bring him back for more purchases in order to get the benefit of the discounts or presents. The small loss caused by the inducement will compensate you easily by the advertising value of this "stunt" and by the security of having your cash receipts come into your own pockets.

Address communications to the editor of this column at 1 Madison Ave., New York, N. Y., Suite 204.

All inquiries relating to this department will be promptly answered. Watch this column every week for replies to your questions.

W. S. George Co. Elect New Officers

At a meeting of the W. S. George Pottery Co., held at the company's main offices at East Palestine, O., on August 4th, W. Campbell George, formerly vice president of the company was elected president of the concern, to succeed his father, the late W. S. George, whose death three months ago, left this office vacant.

Another son of W. S. George, J. S. George, also succeeds his brother, W. C. George as vice president, while R. B. Logan was elected secretary and treasurer.

Still another son, R. B. George, was elected to the board of directors.

The new president of the concern, W. C. George, who is well known in the trade and who has been identified with the business for a number of years, said that his father's policies which had been so successful in the past would be followed in the future.

Max Lazarus, a Macon, Ga., jeweler, visited the New York market this week placing orders for fine chinaware and high class glassware.

Hotel requirements are best served by

Syracuse China

Do you know a harder man to please than a hotel buyer? We don't. Arguments don't mean a thing to him. He wants facts. Beauty alone won't sell him china. Nor just good wear. He wants both. And a lot more besides. Ready replacement. Quick delivery. Individuality. When you list the hotel buyer's requirements like that, you see why so many dealers are making big sales of Syracuse China to hotels. Hotel after hotel has made exhaustive comparative tests—and then selected Syracuse China. For Syracuse meets every hotel demand in a superlative manner. Especially with the made-to-order crests, monograms and emblems for which Syracuse China is famous. When you offer Syracuse China to your hotel prospects, you offer the china that is the overwhelming favorite with American hotels.

Write us for complete information

Onondaga Pottery Company
Syracuse, New York

58 E. Washington Street, Chicago, Ill.
342 Madison Avenue, New York City



Syracuse China at the Poland Spring House.

SYRACUSE CHINA



Narcissus Paperwhite growing in Pebbles

NARCISSUS

PAPER WHITE GRANDIFLORA

True Grandiflora Type

ARE HERE

			Per 1000
12-15 ctm.	1250 bulbs per case	.....	$12.00
13-15 ctm.	1250 " " "	.....	17.50
14-16 ctm.	1000 " " "	.....	19.00
15-17 ctm.	800 " " "	.....	20.00

The above prices are F.O.B. New York, packed in regular standard cases and we can make immediate delivery in any quantity desired at the above prices. We specially recommend the two larger sizes for Bowl-Pebble culture. We can also furnish a high grade Pearl Pebble in neat card-board packages of 1 lb. each packed in cartons of 36 packages at the special price of 10c per package. Retails for 25c.

AMERICAN BULB COMPANY No. 6 MURRAY STREET NEW YORK CITY

Write for our general catalogue, Seeds, Plants, Bulbs!

TELEPHONE WORTH 3110

Williamsburgh Flint Glass Co.

290 Broadway

New York

Manufacturers of

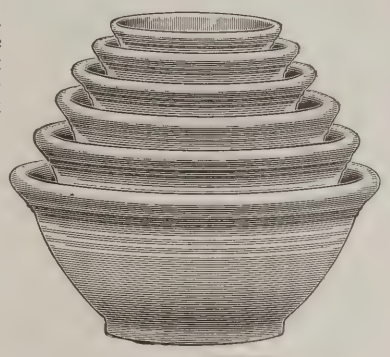
Lamp Chimneys **Lamps**
Shades **Lantern Globes**
Towel Bars

Linings for Mounting
Made to Order

Private Mould Work

"Dandy-Line" Yellow BOWL SETS

3 - 4 - 5 - 6 - 7 Piece. Acknowledged the best made. Largest selling sets on the market. Why? Let us tell you.



The BRUSH-McCOY POTTERY CO.

ZANESVILLE, O.

N. Y. Office—Cox & Co. 120 5th Ave.

L. D. Bloch & Co. Celebrate Thirty-fifth Anniversary

Few firms in the china, glass and allied trades have achieved a more meritorious reputation for progress and growth than has L. D. Bloch & Co., of 38-39 and 41 East Eighteenth St., New York, manufacturers, importers and exporters of lamps and shades, novelties, fancy goods, glass and china. Evidence of the progress of this firm is found in the fact that on August 22nd it will complete its thirty-fifth year of business.

On August 22, 1890, Lucien D. Bloch established himself in the business of buying and selling glass, china, lamps and shades and kindred lines, occupying the smallest quarters he could procure. Mr. Bloch served in the capacities of buyer, salesman and bookkeeper. He was persistent, energetic and resourceful and constantly kept before him the idea that "no business is a successful business unless it can make progress persistently; and the persistency of its progress depends upon its ability to adhere to sound merchandising principles and practices."

His constancy of purpose in this regard soon bore fruit and the business expanded steadily so that ultimately he found it advantageous to organize the present corporation. With the corporate body functioning the business expanded even more rapidly and today the firm occupies its own ten-story building at the address above mentioned, the building serving for manufacturing, sales and administrative purposes. In addition to this building the company has a modern six-story warehouse and two out-of-town factories.

As an official of the company stated to a representative of the CROCKERY AND GLASSWARE JOURNAL, "We can sum up the achievements of the company in the simple statement that a review of the early efforts of our founder shows us that the first principles which he applied in the establishment of this business have made it possible for us to report "thirty-five years of progress."

In recognition of the faith which customers have placed in the firm during these thirty-five years, L. D. Bloch & Co. have prepared a special anniversary offering of its lines to these customers. The offerings are being made in a specially prepared and attractive booklet now being distributed to buyers and announcing that all goods offered have been priced correctly for their benefit as a special inducement.

Did You Ever Stop to Think

BY E. R. WAITE, Secretary
Shawnee, Okla., Board of Commerce

That people are interested in reading the ads when their pockets are bulging with money to spend.

That they are intensely interested in advertising when what they spend must be carefuly spent.

That then they buy what they can afford and ads tell them where to find the bargains.

That when business is lagging is the time to spend more money for advertising.

That those business men who do so, feel a depression much less than those who cut down expenses by cutting down advertising.

That to curtail advertising cuts down sales.

That cutting down sales cuts down production.

That cutting down production cuts down employment.

That when employment is cut down it leaves a whole lot of people with no money to spend.

That you should keep up your advertising so you can keep up your sales.

That it will increase production and that will increase employment.

That with increased employment, people will have money to spend.

That "business as usual" is the slogan to use.

Your Trade Paper Ready to Help

(Continued from page 13)

not said from any other viewpoint than from the experience of those who have tried to use National Advertising to the exclusion of trade paper advertising and those who have made trade paper advertising emphasize the general publicity.

The potters, glass makers and allied industries should take the CROCKERY AND GLASS JOURNAL into their confidence, tell them their publicity ideas and they will find an answer to their problems, and assist in finding a solution to their difficulties.



WHAT THE POTTERIES ARE DOING



THE reorganization of the Owen China Co., Minerva, O., was the salient feature in the general-ware pottery industry during the last week. K. J. Steiner, of Pittsburgh, who has been president of the corporation for some years retired from that office August 6th and the board of directors elected Charles W. Foreman, formerly identified with the company, both financially and as its general manager, was elected to the presidency. Under the new arrangement, Mr. Foreman will also act as supervising manager. Other officers of the corporation are: general manager, Paul E. Ryan; secretary, G. R. Huff, Jr.; treasurer, F. B. Cross; sales manager, J. Wilkinson, Jr. Under the new arrangement, the position of sales manager was only recently created. In connection with the announcement of the reorganization of this company, it is also announced that Mr. Foreman will retain his position as president and supervising manager of the Southern Potteries Co., Inc., of Erwin, Tenn., and that Mr. Wilkinson will also be the sales manager of that corporation, working the sales of the two companies jointly. "We believe that this will be a wonderful arrangement for both companies," it was said at the office of the Owen China Co. It will give the sales department 25 kilns from which to draw. Plans will be made immediately to start our new factory just as quickly as it can be done. "In addition to this the new factory will be completed to an eleven kiln plant rapidly. The success that Mr. Foreman made with the Minerva plant before he retired is generally acknowledged by the trade, and he duplicated this success with the plant at Erwin, Tenn.

The retirement of J. W. Watte from the office force of the Home Laughlin China Co., as exclusively announced in the CROCKERY AND GLASS JOURNAL last week, came as a surprise to the trade. Mr. Watte, through his connection with the Butler Bros.' organization, before he went with the Laughlin interests became widely known throughout the pottery trade. It is the purpose of Mr. Watte to establish an office and salesroom in New York City and to represent a number of European factories. His retirement from the Laughlin offices became effective August 15th. He proposes to sail for Europe within the next 10 days to complete his arrangements with certain of the foreign ceramic manufacturers.

The Dresden Pottery Co. is now showing their new "Apollo" dinner shape, which is considered the most attractive ever shown by this firm. It is made from a new body and glaze, and is to be had in a long line of new and exclusive treatments, in which the border patterns predominate. A. P. McPherson, manager of sales for this company has just returned from an eastern business trip, and is now arranging to have additional agencies appointed to represent this line of dinnerware.

Cecil Taylor, eastern salesman for the Taylor, Smith & Taylor Co., of Chester, W. Va., with headquarters in Philadelphia, Pa., spent a few days at the factory office late last week. He left last Saturday for Uniontown, Pa., to remain several weeks with his family, now guests of friends there.

W. H. Connors, with the Carrollton Pottery Co., with headquarters here, is making a brief swing around the eastern territory, and is showing the fall line of this factory.

It is officially announced that Charles W. Foreman, who has been elected to the presidency of the Owen China Co., Minerva, O., will continue his residence at Minerva. Mr. Foreman will continue the general offices of the United Potteries Co., Canton, O., a selling organization which Mr. Foreman developed successfully during the last few years. The activity of the United Potteries Co., will continue under the management of Mr. Foreman.

The plant of the Alliance Pottery & Decorating Co., Alliance, O., is inactive at this period, and no time has been set for resumption. The company has been engaged exclusively in the decorating of white ware, both semi-porcelain and imported white ware and also glass ware. The full line of this plant was displayed at the Pittsburgh Exposition last January.

Inactive demand for domestic dinnerware, is declared to be due solely to the inactivity of the retail trade, not only in one section of the country but everywhere. Buyers and pottery salesmen are blaming the existing situation upon the automobile. "It is not a case of keeping house these days," casually remarked one noted general-ware salesman, "but it is a case of the housewife throwing household cares away and giving all her attention to automobile trips. She is not buying any new wearing apparel, neither is she buying anything for the home. Her husband has one business suit, and he wears this on Sunday as well as during the week. The attention of the husband and wife goes to the automobile, and to nothing more. That is why retail trade is dull. There's no buying of things for the home. Dope it out for yourself and see if I'm not right, or ask the heads of the department stores."

Arthur Calderine, who last week retired from the vice presidency of the Owen China Co., Minerva, O., in which

(Continued on page 30)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



WITH capital stock of $3,000,000, a new company is being formed in West Virginia to be known as the Federal Light and Lens Corporation, and will operate the plant of the New Cumberland Glass Co., New Cumberland, W. Va., also the plant of the Star Glass Co., Star City, W. Va. The corporation is headed by F. E. McElfresh, of New Cumberland. The sales department of this corporation will be under the management of Fred H. Mitchell, with offices in New York, and in turn another company is to be formed, known as a general sales corporation which will also be in charge of Mr. Mitchell. Announcement was made this week by Mr. McElfresh that it is the intention of the new corporation to take over the Star Glass Co.'s plant, together with the Kauffeld Realth Co., which is composed of several business buildings and about fourteen residence properties. The purpose of the company is also to erect from 75 to 100 additional homes at Star City and in close proximity of the Star Glass plant. The company also has options on two other locations for factory purposes, but where much cheaper fuel, oil and gas are to be had. Recently patents have been taken out by Mr. McElfresh and his associates on specially designed lenses and these have been approved as non-glaring by the Board of Commissioners of the American Automobile Association, at Charleston, W. Va., Columbus, O., and Harrisburg Pa. It is estimated that between 6,000 and 10,000 lenses per diem, but in order to continue the manufacturing of other lines, it is the purpose of the company to keep probably two other plants in operation. The plant at Star City for many years was actively identified with the chimney business, and later went into the lighting glassware business. For many years the sales department of this plant was in charge of the late William J. Patterson. Mr. McElfresh is well known throughout the glass industry. He has recently invented a full light non-glaring automobile lens, together with several devices for lighting which are applicable to domestic, industrial, mines, commercial and street lighting and on all of these inventions patents have been allowed by the Department at Washington.

It was announced here this week that following the closing of the deal for the purchase of the property at South Seventeenth and Carson Sts., East Liverpool, George E. Lorch will soon open a department store. The building was the former location of the Lorch Bros.' Department Store. It maintained a complete line of housefurnishings, including dinnerware, glassware and general household utensils.

William P. Clarke, president of the American Flint Glassworkers' Union upon his return from the recent wage conference at Atlantic City, announced that the domestic trade was suffering the volume of foreign made glassware now being received in the United States. Practically the same wage scale will prevail in the flint glass trade during the next fiscal year as that which ruled the operation of union factories since September 1st last.

Because their factory has been in continuous operation throughout the year, the plant of the New Martinsville Glass & Mfg. Co., New Martinsville, W. Va., suspended operations for a two weeks' period, and wil resume production next Monday. This company is now working on moulds for a number of new items it will present during the next Exposition season here, and which will be shown in both crystal and colored glass. Throughout the last year production at this factory has been steady.

At a cost of probably $35,000 the plant of the Gill Glass Co., Philadelphia, manufacturers of lighting glassware is to be enlarged with a view of obtaining greater production. The general contract has been awarded.

Wages in the glass bottle industry will remain about the same this next fiscal year as during the past year. The wage conference in this industry has ended, and agreements for the 1925-1926 wage scale provide for only few minor changes.

A new concern, to be known as the San Francisco Glass Co., has been formed, and will enter the general distribution of glassware in a jobbing way at San Francisco, Calif., being located at 5482 Mission St.

Little change in the demand for flint glass products is reported by the manufacturers of this district this week although it is admitted that there is a better tone in inquiries. The latter have to do with fall and holiday merchandise. Inquiries in the main concern probable new items, time of shipping and volume that might be available. Many of the department store buyers are showing interest in decorated glassware, and this leads the manufacturers to believe that the demand for this line of goods this season will be the heaviest experienced in recent years. Blownware and stemware is declared to be in good movement for this season of the year, and many of the distributors of this line have already begun to anticipate requirements in rather good volume. Staples are in moderate request only, in fact, the demand for this line is declared to be just seasonable. More interest is being shown in the lighting goods line, and some business for fall delivery is already in hand. This section of the glass business will be

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Useful Novelties in Japanese Ware Imported by Taiyo Trading Co.

THOSE seeking interesting and varied novelties are sure to find them at 101 Fifth Ave., New York, in the showrooms of Taiyo Trading Co., Inc., where the variety of Japanese pottery novelties such as flower bowls, wall pockets, ash trays and tea sets, etc., is almost unlimited. Small individual ash trays in blue and tan lustre striped with black come in three different sizes. These same shapes also come with hand-painted Japanese scenes in the centers. "Satsuma" ware footed flower bowls in black, lined in white are rich and decorative. Some are painted inside in softly tinted blossoms and flitting butterflies. The rims of these bowls are wide and decorated in gayly colored conventional design. An artistic number is done in bronze, showing eagles poised for flight, in a very natural fashion. An assortment of "Banco" ware wall pockets consisting of three groups, four in bird designs, four in floral designs and four in the form of human figures in grotesque and picturesque Japanese types. Their colors are vivid and rich and they have a charm peculiarly their own. The assortment consists of a dozen pair. Another assortment of "Tokonabe" ware wall pockets in quite a different style are conical shaped with raised figures, on a rough green ground, parrots and vines in red, brown and gold. Unique hanging baskets are made to represent green leaves, wrapped, one over the other. These are traced in dull creamy pink. A four bowl assortment in bronze lustre, a new color by the way, is lined with tan lustre and come with four different bird flower holders. There are new lustre tea sets in tan and blue, with hand-painted daisies in white with brown centers and black stems and other new decorative treatments. These new wares from Japan are all artistic and invite inspection.

Ideal Cut Glass Company Displays Interesting Patterns in New York

Few glass cutters and decorators can show a more diverse array of the examples of the glass cutters' skill and the decorators' art than F. L. Morecroft, president of the Ideal Cut Glass Co., Canastota, N. Y., is showing at the McAlpin Hotel, New York. Mr. Morecroft's leading genius is responsible for the attractive line of new ideas, designs and articles. Take for instance his revival of early American or Colonial lamps made in crystal, green and amber, respectively, with an alluring design cut on the base, and surmounted by an artistic shade of old-fashioned chintz. These items immediately make one's mind revert to one's grandmother and childhood of earliest memory. (That is the older ones of us.) There are modern lamps equally attractive, too. Then the assortment of sandwich plates that is included in these samples is perfectly astounding, but in spite of the variety one stands out alone. The centre decoration is a ship in full sail (one is tempted to say, "so are the plates in full sale") with a sort of lattice work border of about one and a half inches, or the full width of the rim of the plate. The simplicity of the conception is what catches the fancy and perhaps is responsible for the rapid sale. These, too, are made in crystal, amber and green. The workmanship is excellent and a credit to the designer. Instead of the heavier cuttings being less popular, by the way Mr. Morecroft is selling his examples of this art, it is evident that it is again quite popular and is the mainstay of the glass factory. One very handsome design called the "Waterford" is really a resurrection of an old English cutting and is worthy of the factory which made the "diamond Poinsetta" so popular. The Ideal Cut Glass Co. has always been a pioneer and among other "stunts" that it does is to appear regularly at the New York State Fair at Syracuse with a complete working outfit of their frames, all manned with its best workmen to demonstrate the cutting of glass and to impress upon the visitors that of all New York State's industries, the cut glass one is by no means the least important. Mr. Morecroft usually maintains a display of finished goods, too, so that his demonstration is complete.



Musical Comports and Powder Boxes

E. Torlotting, Inc., 35 West 23rd St., New York, is showing some novel glassware, footed comports and large powder boxes in St. Louis glassware frosted in a tiny design and banded in gold. Both are equipped with music boxes, which chime forth their tiny tunes when the glass is lifted up and tilted a trifle. The bottom of the powder box is rounded so as to hold the music box and the foot of the comport is the hiding place for one also. One comport is in a dark marbled effect, quite a different type from the other. From the same factory come small boxes for powder in cased colors, blue combined with frosted and green with frosted, also two new decanters, one in solid topaz and one in blue and crystal gracefully slender.

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

REPORTS that New Hampshire's bank debits were 29 per cent greater in July than a year earlier, and that all the New England States registered improvement, Rhode Island being 18 per cent ahead of 1924 and Massachusetts 13 per cent, and that retail sales for New England in June were 3.6 per cent ahead of last year, taken with the fact that nobody complains of quiet times, indicate that trade is steadily expanding.

R. C. Fenton, vice president and sales manager of the Fenton Art Glass Co., was in Boston several days this week conferring with Mr. and Mrs. H. P. Hunt, of H. P. & H. F. Hunt Co.

Thomas Dixon, former vice president of Jones, McDuffee & Stratton Corp., called on his former associates last Friday.

C. O. Nelson, glass buyer for Jones, McDuffee & Stratton, was in the New York market last week and W. R. McEvoy, wholesale buyer for Mitchell Woodbury and Herbert N. Ford, buyer of English wares for the latter concern, looked it over this week.

William J. Kelly arrived at Young's Hotel Monday, for a fortnight, showing samples of Libbey cut and engraved crystal and Safedge tumblers and Taylor, Smith & Taylor dinnerware.

Miss Evelyn Anderson returned to her desk at the Jordan Marsh Co., Monday. John S. Martin is in the White Mountains until this week-end, and Percy D. Messenger is at Oak Bluffs for this week and next. Samuel M. Averill spoke with great confidence of business, particularly in lamps, during the coming year.

"Eddie" Malone returned to Homer's on Monday after two weeks at Prince Edward Island.

Miss Catherine Hurley, secretary to George A. Granville, left Monday for a fortnight's vacation.

Harry V. Anderson made a recent trip through Southern New England, and George K. Marshall, who shares the same office at 36 Bromfield St., left Monday on a selling trip through Maine.

Mr. Ferguson, representing G. M. Thurnauer, New York, with their line of house furnishings, was at Room 1, Parker House, this week.

Among the novelties being shown by H. P. & H. F. Hunt Co. are "7-11" soap, made in the form of dice, and the three virtuous monkeys, also in soap; snowstorm paper weights and a similar small glass globe containing artificial miniature goldfish and plants; and new types of shell flowers. The foregoing are all from France; from Stow, Vt., come the breadboards and knives, and the rolling pins, known as "Stoware"; from elsewhere in the U. S. A. come the toy golf sticks and soft golf balls for which the firm is agent.

Miss Katherine Barry said that Houghton & Dutton's Lockhart mill-end sale last week was very successful. Indeed, the casual visitor to her store and to several others would not realize there was such a thing as summer dullness.

The New England Doll & Novelty Co. has moved across the street to 107-109 Washington St. and has taken three floors, and added a retail business to its wholesale business of seven years' standing. The proprietor, Harry I. Spero, has now been able to utilize his early experience as a florist in making the retail salesroom on the street floor a cheerful, inviting and colorful place. The wide variety of desirable articles, the retail demand for which three new salesmen are employed in meeting, includes jewelry, blankets, silverware, children's automobiles, clocks, glassware, china, beads and beaded bags.

The furniture house of Morgan's, Inc., has leased a six-story building, a garage and a drying house, at 1006-1022 Massachusetts Ave., Roxbury.

OBITUARY

Thomas McCormick

The trade, and the "old-timers" in particular, mourned the passing last week of Thomas McCormick, who died at the age of seventy-eight. He was a salesman for Clark, Adams & Clark from 1868 until the firm sold out to Abram French Co. in 1888, and was with the latter company until it was dissolved in 1901. For a few years he was associated with Mitchell Woodbury Co., and later with John Sawyer, who had withdrawn from Maxey-Sawyer Co., of Portland, Me., to become agent for glass manufacturers. During the latter part of his career he was known to tradesmen in Vermont and New Hampshire as "Honest Tom." Several years ago he retired.



THE lamp department of L. Bamberger & Co., Newark, N. J., pictured above, is one of the most attractive among those of the department stores in the Metropolitan district. The general sense of spaciousness and richness of setting creates an atmosphere which is bound to appeal strongly to feminine customer. Lamps more than any other merchandise require an artistic background. They are lovely in themselves and must be surrounded by beauty. A luxuriously appointed department always interests a woman. She enjoys her shopping more and she always shops if possible where she can feel herself surrounded by a sense of comfort.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

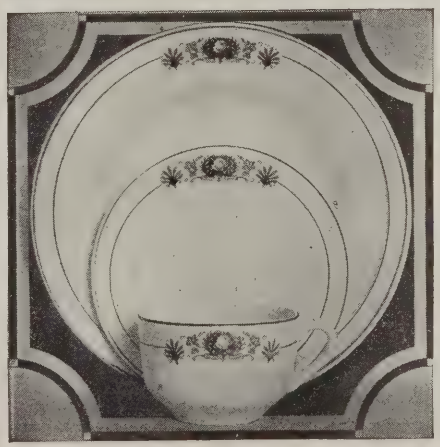
By
J. H. Smythe, Representative

AUGUST is the month of sales in furniture, china, glassware and housefurnishing lines, and Chicago's retail stores have been offering the public some unusual bargains for the past three weeks. Behind these offerings there is a decided tendency on the part of the retail trade to move as much as possible of their present stocks, clear their shelves and set their departments in order to receive new Fall and Holiday lines which will commerce to arrive early next month. Buying of Fall lines by retailers in this section is now well under way and the wholesale and factory element of the china and glassware business, report a good increase in the volume of their sales thus far in August over the previous month.

Following are some of the high lights in the specials offered to the public by Chicago retailers this week:

Carson, Pirie, Scott & Co. had an array of colored glass salad plates, in line with the vogue for glass services, which sold from $4 to $18 per dozen according to the quality and cutting of the numbers. The August Dinnerware sale at this store also embraces hundreds of sets, both domestic and imported from $10 up to $50 per set. Breakfast Sets, 32 pieces, of domestic porcelain were selling in a large way at $5 per set.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Triangle 1000

Burley & Co., exclusive china and glassware house, this week are featuring their Annual August sales of glassware, including Libbey 18 piece sets, 6 goblets, 6 sherbets and 6 tumblers at $5.50. Ice Tea and Refreshment sets were also offered as low as $2.75.

Mandel Brothers sold gold encrusted band ice tea sets including pitcher and six glasses at $5.50. Luncheon sets of 35 pieces, in open stock patterns were offered at $7.50.

The Boston Store had 51 piece Old English dinnersets, with blue underglazed decorations, special this week at $12.95.

The Fair is holding a big selling of housefurnishing needs of all kinds, including all kitchen, cleaning, garden and electrical goods for home use.

The glassware department of Hartman's New Furniture store, announced a reduction in amber glass ice tea sets, from $3.25 to $1.89, as a summer-end special.

Dooner-Logan, manufacturers' representatives, with offices and display at 39 W. Adams St., are now representing and displaying the interesting line of pottery made by the Cliftwood Potteries, Morton, Ill. The line includes, bowls, flower holders, vases, candlesticks and a variety of table and boudoir lamp mounts.

The report of the "Market Event Committee" of the Glass, Pottery, Lamp & Housefurnishing Association, under the chairmanship of E. M. Meder, will be given before the regular meeting of that association on Thursday of this week. The association has gone on record as favoring the local show room exhibit as held last February, and the committee instructed to prepare a plan for repeating the event next February. Regardless of the action of the association, there is considerable sentiment among the trade locally as well as from Eastern sources for a Hotel Exhibit to be held here next February. In fact there are three different factions all working to bring about the return of the Hotel exhibit, and one of them will doubtless carry through the Hotel show plan. Just what the nature of the exhibit will be, must follow the developments of the coming month. In addition to china and glass ware, consideration must be given to the housefurnishing lines and the growing art goods field.

The C. & N. Sales Corporation, 5 N. Wabash Ave., has been incorporated to carry on a sales and manufacturers' representative business dealing in glassware and silverware. The capital of the company is $5,000 and the incorporators are Irving Cohn, Nathan Levy and Leo Neudorfer.

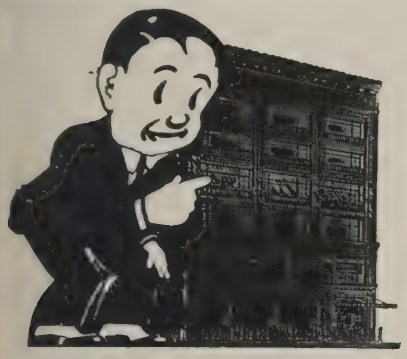
Some straight from the shoulder advice was delivered to the 2,000 merchants attending the semi-annual meet-

(Continued on page 31)

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone
Central 3497

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Glass Factories' Activities

(Continued from page 24)

in full swing during September, according to those closely connected with this department of the business.

Production of tumblers at the plant of the Eureka Tumbler Co., Cameron, W. Va., has been resumed. This factory was on the inactive list for some period of time, but under a new arrangement the entire output is now being marketed.

The output of the Huntington, W. Va., plant of the Charles Boldt Glass Co., Cincinnati, O., has not declined as a result of a recent fire at that factory. It is now announced that the first reports of the fire were greatly exaggerated, and that the fire did absolutely no harm to the manufacturing department. The damaged part of the plant is now being repaired and shipments are going forward as usual.

By a resolution adopted by the board of directors of the Inland Glass Co., Chicago, Ill., and approved at a meeting of the stockholders, the capital stock of the corporation has been increased from $2,500,000 to $3,300,000. This concern is one of the youngest in the trade manufacturing a line of lighting glassware and kindred products. Officers of the corporation announced that orders for its entire line are active, and that the plant is operating on a full production basis.

The Excella Glass Co., which has been operating a plant at Henryetta, Okla., has closed negotiations whereby their factory and business is to be relocated at Okemah, Okla.

The Knox Glass Co. has made an arrangement whereby it will market the entire production of the Marienville (Pa.) Glass Co., which concern is one of the largest producers of containers in the western Pennsylvania district. The latter company is operating two automatic machines.

There is quite an improvement in the glass business in the Bellaire, O., district. At the plant of the Imperial Glass Co., production is showing an increase, about half forces being employed since the resumption of operations after the factory was idle all of July. The production at the plant of the Rodefer Glass Co. is better than a 60 per cent basis, and this is expected to be augmented at an early date. Day and night shifts have been at work at the plant of the Belmont Tumbler Co., and according to the view of R. C. Faris, general manager this week, the company expects to continue this schedule indefinitely.

What the Potteries Are Doing

(Continued from page 23)

office he was actively engaged, proposed to leave for the South within a few days, where he will spend several months. He has not announced his future plans.

Announcement has been made here that the Tennessee Pottery Co., Greenville, Tenn., has increased its capital stock from $50,000 to $100,000. It is the intention of the company to enlarge the plant, obtain greater production and increase its line. The company has been active in the production of stoneware specialties, and it is said that many new items will soon be added to its list.

Practically no change in the total production of the local district could be noted during the last week. With a possible exception of two, none of the plants in the eastern Ohio field are operating on a full-time schedule, and this rule is not expected to be recorded until later in the fall. There is a very fair demand for sets that can be retailed at a popular price, and the demand for open stock border patterns continues normal for this season of the year. The mail order houses are buying sets in a volume considered fair to good, while installment houses are not near as active in their specifications as earlier in the year. Department stores are continuing the policy of ordering merchandise sufficient for immediate requirements only, and it is the opinion of the manufacturers that this rule will not be changed until the fall buying season opens. The trade as a whole contends that notwithstanding the inactivity in buying during the last five months, that general business conditions during the coming fall season will equal that of former years.

It is related that when diplomas were issued graduates in the Ceramic Engineering Department of Ohio State University a few weeks ago, the 13 graduates could select any one of 37 positions offered. It is recalled that many years ago the use of a research engineer in any clay working plant, be it common brick yard of generalware pottery would be laughed at. Today the situation is just reversed. Generalware manufacturers of today no longer are working by the "rule of the thumb" as they formerly did, and it is because of this change, that the trade as a whole is producing a better product than ever, both in body and glaze.

The Chicago Market

(Continued from page 28)

ing of the Interstate Merchants Council in Chicago last week, by the various speakers on the program. Notable among those who advised the merchants was Paul Davis of the Davis Dry Goods Co. of Waterloo, Ia., who urged study of the science of business, keep abreast of changing conditions and keeping the store before the public mind. C. L. Pritchett, advertising manager of The Fair. John McConnell, manager of credit for Carson, Pirie, Scott & Co., and Homer Buckley, direct-by-mail advertising man, offered many suggestions to the merchants in their talks.

Caught in the News Net

(Continued from page 18)

F. L. Morecroft, president of the Ideal Cut Glass Co., Canastota, N. Y., is showing an exceptionally fine line of the product of his factory in Room 362, Hotel McAlpin. Sandwich-plates, early American lamps and their modern prototype, in crystal, Amber and green, form only a part of his exhibit. He says that business is exceptionally good.

Arthur L. Blackmer is covering New York State with the Quaker City Cut Glass Co.'s line of goods, both crystal, and decorated.

A Persistent Salesman

A salesman for a company which manufactures weighing apparatus walked into the office of a possible customer and sent his card in to the president via the stenographer. The girl took the card and disappeared into the private sanctum. Her employer gave the card a glance, tore it up and threw it into the waste-basket..

"What did he say?" inquired the salesman when the girl returned and announced that the "chief" was not to be seen.

"He didn't say anything. He just tore your card up," was the tactless reply.

"You go tell him that that was my card and that I want it back."

The girl again retreated into the inner office.

"Wants his card back?" exclaimed the president. "Here, give him a nickel, I guess that will pay for it."

When the nickel was proffered the salesman, not in the least daunted, reached into his pocket, found another card and gave it to the girl.

"Tell him they are cheaper than that; they are two for a nickel."

For the third time the girl went into the office and delivered her message. It was effective.

"Well, tell that fool to come in here." The "fool" did and before he had walked out he had taken orders for two sets of scales.—*Indianapolis News.*

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GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
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JOHN DAVISON, Inc., *14 Barclay St.*
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A. J. FONDEVILLE & CO., *24 West 23rd St.*
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OTTO GOETZ, INC., *43 Murray St.*
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HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

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MOGI, MOMONOI & CO., *105-107 East 16th St.*
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VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
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KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

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GILLINDER & SONS, Inc., *220 Fifth Ave.*
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WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

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CROCKERY, GLASS, HOUSE FURNISHINGS
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AS THE EDITOR SEES IT

ADVERTISING HELPS JOBBERS

THE question often arises and doubt comes into manufacturers' minds, who are doing their selling through jobber:—"can we advertise our goods to retailers and still retain the good-will of our jobbing customers, or will they resent it, thinking that we are either selling in competition to them or trying to create a sale which they must fill, thereby placing themselves in such a position that they must buy, at such a price as we think fit to charge?" It is often said that a firm cannot do both a retailer's and a wholesaler's business and not have confliction arise. If a manufacturer establishes his prices to dealers, and jobbers and does not depart from his rule, there can be no confliction, but if he gives jobbers' prices, to retailers, he will soon find that he can't play both ends against the middle.

THERE are department store buyers, who because of their ability to buy in large quantities, demand jobbers' discounts, by the same token there are buying syndicates which buy for stores collectively, these too demand jobbers' prices. This leaves the smaller storekeeper who does not belong to a syndicate and hasn't the department store feature to use as an excuse, to have to pay the dealers' prices and still compete with his rivals who buy at a shorter rate.

IF a manufacturer is selling department stores, and syndicates at jobbers' prices, he is cutting into his jobbers' trade and should have no hesitation in going farther and selling any retailer at the same price and advertise that he will do so, but if he takes a firm stand on retailers' and jobbers' prices he need not fear criticism at the hands of his jobbers, as he is making it easier for him to sell and in creating a demand is helping the jobber to build up a business.

THE tendency of dealers wishing to buy direct from the manufacturer is growing apace and it behooves manufacturers more than ever to put their claims before the dealers as emphatically and frequently as possible, so that jobbers must sell their goods because of the demand thus created. Jobbers of today have many lines and will naturally buy in the market that shows the most profit or will sell the articles against which there is the least resistance. In the former instance it is purely a case of price and often the quality is sacrificed for price, but in the latter case the sale is made because of the deserved popularity of an item that has been well advertised and whose quality has been kept up and whose price has been kept in proportion to the quality.

THE parrot-cry "just as good" is not so effective in this day of plenteous advertising. People are being educated up to buying advertised articles—because those who do advertise cannot afford to cut their quality, their goods must come up to advertised specifications. To depend upon a jobber's business exclusively is not altogether a sound basis, unless you have proprietary articles that they must come to you for, principally for the reason that they buy in the cheapest market and should a rival concern underbid 5 per cent you may lose what you thought was a sure customer. Many instances may be quoted of small firms, who feeling sure in the steady influx of orders from jobbing customers, have enlarged their establishments, only to wake up some morning to find another firm had cut under them and not only was their foundation cut from under their businesses, but the whole structure had crumbled and they per force had to go to the dealers and rebuild their business on a firmer basis. It is not wise to carry your eggs to market in too few

(Continued on page 30)

Candlelight in Colonial New England

Whence is the Inspiration for Many of Our Most Beautiful and Artistic Electric Lamps and Wall Fixtures

NEW ENGLAND in the era of the Pilgrim Fathers and for two generations after the Mayflower depended for its artificial illumination largely upon candlelight. As might be expected the candles and their appurtenances varied in range of style and degree of costliness according to the personal tastes, social position and financial status of the individuals using them and as a consequence the relics of that period in the hands of modern collectors shed no little light upon the conditions in lives of the Colonists.

The first Pilgrims were unusually impecunious and traditionally austere in their tastes, so the first candles and candlesticks were of the most rudimental and simple character. Indeed, for some years the lighting of the homesteads and even the streets consisted of pine torches and "candle wood," the latter consisting of short lengths of pitch pine from the heart of the tree, cut into thin slices about eight inches long, burned in bunches when considerable illumination was required and singly when carried about the room.

By this flickering smoky light the Puritan read his Bible and thanked his Creator for the "divine Gift" of candle wood because it was so much more convenient than the pitchy drippy pine torch which was used more for out of door illuminations.

The Pilgrims had withstood the rigors of New England for nine years before tallow candles were made there. In 1630 three cows were imported from England but it was not until thirty years later that this vast improvement upon previous methods became a familiar lighting agent.

For a long time beef tallow was mixed with the suet of deer and bear to eke out the available supply. Rush lights, the pith of the ordinary rush dipped in tallow, were common. Tallow candles sold for four pence in 1680. The wax and cotton for candles were imported from England.

Beeswax and the wax of the fragrant bayberry were a favorite if rather expensive material for candles. The early years of the eighteenth century saw the more prosperous colonies using a fatty substance from the head of the sperm whale quite extensively. One sperm candle was considered as three tallow candles, but they were so costly that for some time they were used only by the rich. Later they became more common and in 1730 the streets of Boston were lighted by Spermacetti candles in little square lanterns of wrought iron.

Candle making was an important industry in New England in the early Seventeen hundreds and the fortunes of some of Boston's most aristocratic families were founded in this way. Josiah Franklin, father of the immortal Ben was a chandler and, the latter commenced his illustrious life's work at the age of ten cutting wicks in his father's shop. The itinerant candle maker was one of the prominent artists of the time. Carrying his moulds holding from 36 to 50 candles he traveled his regular routes visiting his customers and living with the families as he served them. In a couple of days he could make enough candles to last a large family all winter.

As candles were almost the only form of lighting in Colonial days, and so were indispensable household accessories, candlesticks were a most important housefurnishing item. They varied greatly in design and cost as stated in the opening paragraphs. The most primitive were potatoes or turnips into which the candles were



A group of historic candles,—the one on the left is from the home of Governor Seymour, first mayor of Hartford, Conn. The second and third were imported by Sir John Wentworth while governor of the Province of New Hampshire in 1768.

stuck. These were quite common in the poorer households. Rude iron and tin were familiar materials and candlesticks fabricated from them were among the first articles of domestic manufacture in America. Some were provided with a curved hook-like projection on the upper rim for hanging on the high back of the old splint bottom chairs. This shape was known as the "hog scraper" because of its usefulness in removing bristles from the porkers after scalding, at killing time. They were made in many shops often that of the village blacksmith.

The "pinket" form of candlestick was so called because it was provided with a slender pin or pink upon which the candle was held instead of in a socket. A kind of candle chandelier known as a candle beam consisted of a wood or metal hook upon which were secured three or more tin sockets to hold candles. Suspended by chains in the center of a public assembly room and holding thirty or so candles, they made a brave as well as picturesque show.

Another form of candle holder for more than one light was the "candle tree" much in use in public rooms of the old days.

The "sconce" was a holder placed on walls. The more common kind were made of tin, the back often corrugated and polished bright for a reflector. The sconce often was made in more beautiful and ornate forms, of brass, silver plated, bronze and with glass pendants. They frequently had two or more projecting branches and were screwed to a decorated disc or mural plaque and added much to the brilliancy of the stately salons of the fine old Colonial mansions.

Pewter candlesticks some massive and elegant were largely imported. In 1730 they were made in Boston. Paul Revere made and sold quite an extensive line of them in his shop in the Hub.

Candlesticks of brass were extensively imported from France and other European countries although Newburyport and New Bedford produced many of the plainer ones quite early in the history of the colonies. Those from Europe were very elegant and more of the choicest gems among the treasures of the collectors are the brass specimens. The collector who has a brass candlestick of authentic historical association is considered very fortunate.

A pair of brass candlesticks was considered a very appropriate wedding gift.

The most romantic of all American naval battles is that between the frigate "Constitution" and the British man-of-war "Guerierre." After the surrender of the latter the American commander sent a lieutenant aboard the vanquished Guerierre with orders to sink her. The officer in charge of the blowing up of the ship entered the British captain's cabin and carried off an elegant brass marine candlestick. The base of this is marked with the "Broad Arrow" the royal mark placed on all British government stores since 1695. The value of this as a relic can well be imagined. The history of the Colonies is interwoven throughout with candlesticks. Wealthy families had three and four branched candlesticks of solid silver also those known as Sheffield, made of copper heavily silver plated. Glass candlesticks introduced in 1700 often were very beautiful, and were made in a variety of styles. The large cut glass specimens often were as costly as those of silver. They were considered a necessary adjunct of all well laid dining tables and beautiful in the extreme was the scene when they were lighted. A tall beautiful candelabrum with its graceful branches hung with centers of pendants and supporting from four to eight candles was a most conspicuous figure on the table. Long tables had one on each end while from the center of the room hung the many branched candle chandelier, also adorned with many cut glass pendants.

Single glass sticks were plainer and were used in sleeping room. Candlesticks also were made of china, porcelain and Queen's ware.

(Continued on page 14)



Candilabrum from a Colonial Manor House graced the table when Washington and Lafayette were guests of the owner. Imported from France in 1758.

Extinguishers always matched the candlesticks as to material and were attached to the base of the stick by a slender chain. Many were beautifully chased and decorated.

Snuffers also were a necessary accessory. These came on snuffer trays of silver or Sheffield and the more common ones of Japanned tin, the latter often gorgeously decorated with flower or fruit patterns.

Buyers in New York

August 19, 1925

M. H. Blakely, house furnishings, toys, Trask, Prescott, Richardson Co., Erie, Pa., 105 Madison Ave. (Mdse. Reporting Co.)., Wolcott.

O. E. A. Spaeth, silverware, Emporium Merc. Co., St. Paul, Minn., 105 Madison Ave. (Mdse. Reporting Co.).

August 22, 1925

H. Blum, glassware, Boston Dept. Store, Hibbing, Minn., 383 7th Ave. (S. Seiff & Co.).

August 24, 1925

H. L. Werts, house furnishings, dinnerware, toys, Duffy-Powers Co., 1150 Broadway (F. Lilienthal & Co.).

August 25, 1925

E. Carlson, house furnishings, R. H. White Co., Boston, Mass., 432 4th Ave.

L. J. Wagner, toys, J. N. Adam & Co., Buffalo, N. Y., 17 E. 39th St. (Assoc. Dry Goods Corp.).

H. T. Dennis, house furnishings, toys, china, Becker & Ryan & Co., Chicago, Ill., 1150 Broadway (F. Lilienthal & Co.).

Mrs. T. Smith, housefurnishings, glassware, china, The Fair, Chicago, Ill., 455 7th Ave. (Kresge Dept. Stores, Inc.).

A. H. Baum, house furnishings, silverware, toys, M. Goldenberg, Washington, D. C., Pennsylvania.

J. Hertzberg, china, glassware, silverware, house furnishings, S. Kann Sons Co., Washington, D. C., 432 4th Ave.

A. H. Hilker, house furnishings, toys, Gilmer's, Inc., Winston-Salem, 44 W. 18th St. (Imperial).

A. Seidenscicker, silverware, glassware, A. Seidenscicker, Hamilton, Ohio., McAlpin.

Miss Roberts, silverware, Bullock's, Los Angeles, California, 1440 Broadway (Assoc. Mdsg. Corp.).

August 26, 1925

C. W. Meyhard, glassware, house furnishings, china, C. W. Yeager Co., Akron, Ohio., 105 Madison Ave. (Merchandise Reporting Co.).

J. H. Oberlander, house furnishings, A. Eisenberg, Baltimore, Md., 105 Grand (Jay & Co.).

W. A. Besser, house furnishings, glass toys, hardware, Sisson Bros., Binghamton, N. Y., 105 Madison Ave. (Mdse. Reporting Co.).

F. W. Krownapple, silverware, Wm. Taylor Son & Co., Cleveland, Ohio, 1440 Broadway.

R. A. Illsley, silverware, china, toys, Barnard Sumner & Putnam Co., 315 4th Ave. (D. G. Alliance).

Trade Conditions Favorable

Generally favorable conditions exist in business and industry, according to the summaries published this week by the commercial reporting agencies. They stress the fact that buying is in small quantities, but in large volume.

Dun's Review says:

"Each week's reports bring out more clearly the fact that most phases of the business situation are favorable. Encouragement has been derived from results this Summer, which have been better on the whole than was anticipated, and the confident tone of dispatches from leading trade centres is a distinguishing feature. Progress has been on a conservative basis, thus strengthening the prospects of its continuance, and more or less expansion has occurred in all of the principal industries.

"The gain is the more significant because it has come at a time of the year when an opposite tendency would not seem unnatural, while conditions are more stable now and the outlook is more promising than has been the case for a long period.

"Competition for orders is keen and there continues to be complaint of small profit margins in some important lines, as in steel and textiles, yet the main trend of prices in other commodities than foodstuffs is still toward higher levels and there is no general disposition among the buyers to defer commitments in the expectation of obtaining concessions. Even with purchases limited closely to immediate or early needs, transactions in the aggregate are of such large volume that bank clearings and railroad freight traffic are unprecedented for this season.

Bradstreet's makes the following comment:

"More is doing in trade and industry, with Fall jobbing distribution holding the center of the stage. Best reports come from western and some southwestern centres, these reflecting more optimistic reports from the corn crop, which has been helped in most areas by a combination of rains and high temperatures. Moderate expansion is reported in other areas, except in Texas, where another hot wave and little or no moisture has caused cotton to deteriorate, and parts of the southeast, where drought is still present and causing earlier optimistic cotton reports to fade somewhat.

"Retail trade as usual tends to lag, except where, as in Summer wearing apparel and in furniture, seasonal efforts to distribute stocks are noted. Industry is fairly active, with more doing in iron, steel, shoe leather, jewelry, clothing manufacturing and automobile manufacturing, which latter is reported feeling a marked response to a fairly general lowering of prices of cars."

Activity in Czechoslovak Glass Industry

According to Commercial Attaché James F. Hodgson, Prague, Czechoslovak glass manufacturers report a steady improvement in all branches of the industry. According to the head of the Glass Manufacturers' Association, activity, on the basis of the number of employees, is now equal to pre-war, there being 35,000 workers employed at present, which was the maximum number employed in the period immediately preceding the war.

The window-glass plants are working to capacity, with the majority of their output being exported. The same is also true of the bottle-making plants, which are at present producing approximately 100,000,000 bottles annually.

Factories engaged in the manufacture of fine hollow glass, while enjoying good business, are still slightly below pre-war production, the same condition being true of the plants producing the cheaper grades of hollow glass.

The single exception to the general prosperity of the Czechoslovak industry is in the plate-glass branch, which is unable to market much of its output domestically and has not been able to find a sufficiently large foreign market to absorb the current production. However, the majority of the plants engaged in the production of plate glass are also manufacturing other varieties, so the slackness in the demand for that particular commodity has had no serious effect on the industry in general.

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX

Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Cash Books

(This is the fifth installment of a series of talks on retail accounting methods.)

H. L., of Union City, N. J., requests that I give an outline for a retail store cash book and as the subject may interest other readers I give a full answer in this column. First of all it must be remembered that any book of account must fill a particular need. A cash book primarily must reflect a record of all cash received and disbursed, and in addition thereto it should in a simple form classify the nature of the moneys handled. In this particular inquiry the reader wants to have an arrangement to show his cash receipts and expenditures by types of merchandise. H. L. sells household goods, glassware, china, tableware, kitchen utensils, etc. He employs two salespeople, who issue a sales ticket (in duplicate), for each transaction. These tickets, together with the goods purchased and the customer's money are sent by a basket system to an elevated desk, where the goods are packed, the sale "rung up" on a cash register and the change returned with the wrapped parcel and a receipted ticket via the basket line. I mention these facts as they are typical of the average retail store. In this article we only concern ourselves with the handling of the register and the subsequent operations culminating in the cash book. I would strongly advise that the method of "ringing up" sales, as described in my article of August 13th, be employed. Continuing on this assumption, the proprietor, at the end of a day, would clear the register and take therefrom all moneys on hand. The cashier, who had already counted his cash on hand, would surrender all sales ticket duplicates, and explain possible shortages and cash purchases made by turning over all evidences of such purchases. The register tape should be removed from the register and a daily "Cash Record" should be made out. This may be arranged in the following way:

Date: August 24th, 1925.

Cash on hand beginning of day:			$50.
Sales:			
Glassware:	17 sales	$23.75	
Chinaware:	24 "	17.18	
Tableware:	13 "	39.80	
Miscell.:	4 "	13.40	
Total:	58 sales	$94.13	
Less:			
Cash Purchases:	6.		
Shortage:	.18	6.18	
Total Cash Transactions:			87.95
Amount of Cash on hand:			$137.95

This record will then serve as a basis for an entry in the cash book, the left side of which should be arranged as follows:

Date	Sales: Glass	China	Table	Misc.	Total Sales	Short or over	Cash Purchases: Amt.	Description	Net Cash	Bank Deposit
Aug. 24	23.75	17.18	39.80	13.40	94.13	.18	6.—	Books	8795.	87.95
	1	*2*	*3*	*4*	*5*	*6*	*7*		*8*	*9*

(The inserted amounts correspond to the figures of the daily "Cash Record.")

The bank deposit figure should be entered only after the deposit has been made and should be compared with the entry in the pass book. It must necessarily equal the amount in the net cash column shown above.

The right side, or disbursement page, of the cash book would be arranged like this:

Date	Check No.	Name	Net Amount	Discount	Purchases (or Accounts Paid): Glass	China	Table	Misc.	Salaries	Expenses	General
Aug. 24.....	312	J. Smith	3.92	.08	4.—						
	313	F. Doe	16.66	.34			17.—				
	314	L. Jones	25.—						25.—		
	315	M. Roe	1.—							1.—	
	316	R. Brown	25.—								25.—
			71.58	.42	4.—		17.—		25.—	1.—	25.—
			10	*11*	*12*	*13*	*14*	*15*	*16*	*17*	*18*

(The items shown above are arbitrary and should, in actuality be taken from the check book.)

Assuming that this illustration would represent the first day's transactions of a period, it would indicate that your balance in the bank has increased by the difference of space 8 and 10, or $87.95, minus $71.58, an increase of $16.37.

Entries in the cash book should be made daily, the columns be added up, until at the end of a period you obtain final totals for entry into the general or private ledger. I numbered the amount columns of the illustrations for the purpose of showing the results.

Left: 1 — 2 — 3 and 4 should equal 5.
6 and 7 deducted from 5 should equal 8.
8 and 9 should equal

Right: 12 to 18 minus 11 should equal 10.

Both sides: 8 or 9 minus 10 plus balance at beginning of period is your final bank balance. And again:

1 to 4 represent your sales by departments

5 is your total sales

6 reflects the amount of shortage or overs (overs to be entered in red).

8 or 9 the net cash receipts.

10, the amount of checks drawn

11, discounts taken on purchase bills

12 to 15, purchases by departments or accounts payable debits

16, salaries

17, expenses

18, general items to be posted individually to general or private ledger.

Note: In my sixth installment, next week, I shall continue this article and indicate how the footings will eventually find their way into the general ledger.

Societies to Meet at Chemical Exposition

The list of chemical and allied societies and associations which will meet in New York during the week of the Chemical Exposition, continues to grow. In addition to the big chemical industry banquet which will be held under the auspices of a dozen or more organizations, individual meetings of a technical or business nature are being planned for the week of September 28th to October 3rd, which is Chemical Exposition Week at the Grand Central Palace, New York. Meetings which have been definitely scheduled, or are expected to be held, include an intersectional gathering of the American Chemical Society, meetings of the American Ceramic, Society of Chemical Industry, Technical Association of the Pulp and Paper Industry, the Salesmen's Association of the American Chemical Industry, National Association of Finishers of Cotton Fabrics, and the American Institute of Chemical Engineers. Others are expected to be added to this group before the beginning of September.

What appears to be the largest gathering of all will in all probability be the meeting of the eastern sections of the American Chemical Society. The fact that the annual meeting of the Society was held on the Coast this year, cut down the attendance from the East to a normal extent, and it is expected that a meeting in New Yerk during the Chemical Exposition will be largely attended. All sections East of the Mississippi are expected to be represented.

The program of the American Ceramic Society will consist of a general educational list of papers delivered by leading representatives of each group of the ceramic field, art, enamel, glass, heavy clay products, refractories, terra cotta, and white wares. The urgent demand for better ceramic goods during recent years is to be the keynote of this meeting. Meeting competition from new developments outside of the ceramic field and improvement of qualities of all products as a means of preventing inroads by other goods, will also be discussed at the meeting. Better ceramic education, especially opportunity for the main in the factories, and means of reducing costs, are to be covered fully. Thursday, October 1st, is to be Ceramic Day at the Chemical Exposition.

Plans for the meeting of the Technical Association of the Pulp and Paper Industry have not been fully made up as yet, and will be announced later.

To Investigate Abrasive Hardness of Ceramic Glazes

The investigation of the abrasive hardness of ceramic glazes has been authorized by the Bureau of Standards for the purpose of developing a suitable apparatus to determine the extent of abrasion of a surface; to discover the elements influencing resistance to abrasion; and to manipulate these governing factors in a manner to produce low fired glazes of good quality.

In order to determine abrasive resistance it is necessary to abrade the specimen under controlled conditions, and to measure the abrasive effect of a definite treatment.

For the first stage of the process an apparatus has been devised. To make this apparatus more adaptable to new developments, the rate of flow has been reduced from 6.4 to 2.0 pounds per minute and the height of fall to 2 feet (one half its original value). This was done after certain work was carried out showing the relation between rate and height of flow and abrasion.

The question of measurements of abrasion has been approached recently by both optical and photographic means. The suitability of the Ingersoll glarimeter for this work is under investigation as well as a photographic method. The latter gives excellent results but is cumbersome.

As a subsidiary investigation, comparison was made of the resisting quality of the same glazes burnt on (a) vitreous tiles, (b) unground, and (c) ground semi-vitreous bisque. A specimen of each was prepared with 10 different glazes (a total of 30) and the average of each group compared. The data indicate that glaze on the ground bisque is slightly more resistant than on the unground bisque and tiles, but the range is sufficiently close to justify the use of any one of the materials for research purposes, provided no other factors need be considered.

An unexpected and interesting relationship was noted between members of a group of experimental glazes which vary from low $SiO_1Al_2O_3$ to high SiO_2-Al_2O_3 and touch intermediary points at regular intervals. The general conception is that glazes containing greater quantities or SiO_2 and Al_2O_3 have a higher abrasive resistance than the high alkali glazes. The present system of testing indicates a reversal of this idea, and upon graphical representation of experimental data an ascending resistance value toward the low SiO_2-Al_2O_3 members was revealed.



Novelty Tea Pot Assortment

BISQUE Chinaware from Japan for gift shop and regular China department trade. Novelty shapes include gnomes, birds, goblins, and sea creatures. A very profitable line and fast seller.

Sizes run from two-and-a-half cup to five cup, the assortment includes 19 numbers, two pots to the number, or,

38 POTS, F. O. B. CLEVELAND, OHIO, **$34.60**
38 POTS, F. O. B. SEATTLE, WASH.; **$31.14**

At once deliveries

The Geo. H. Bowman Company

Manufacturers—Importers—Distributors

China — Glass — Toys — Aluminum Utensils

Cleveland, Ohio



Narcissus Paperwhite growing in Pebbles

NARCISSUS

PAPER WHITE GRANDIFLORA

True Grandiflora Type

ARE HERE

		Per 1000
12-15 ctm.	1250 bulbs per case	$12.00
13-15 ctm.	1250 " " "	17.50
14-16 ctm.	1000 " " "	19.00
15-17 ctm.	800 " " "	20.00

The above prices are F.O.B. New York, packed in regular standard cases and we can make immediate delivery in any quantity desired at the above prices. We specially recommend the two larger sizes for Bowl-Pebble culture. We can also furnish a high grade Pearl Pebble in neat card-board packages of 1 lb. each packed in cartons of 36 packages at the special price of 10c per package. Retails for 25c.

AMERICAN BULB COMPANY No. 6 MURRAY STREET NEW YORK CITY

Write for our general catalogue, Seeds, Plants, Bulbs!

July Business Ahead of 1924

Figures on business and industrial conditions in July indicate larger production of steel by independent steel mills than in July, 1924, with increases over a year ago noted also in the consumption of cotton by textile mills, in the production of bituminous coal, copper, lead, automobiles, both passenger cars and trucks, newsprint paper, Douglas fir lumber, and in the sales of life insurance, structural steel, steel castings and steel barrels. The output of flooring, both oak and maple, the production of cement, the shipments and new orders of enameled sanitary ware and the receipts of rosin at three Southern ports were also larger than a year ago. Declines from July, 1924, were noted in the sales of architectural terra cotta, receipts of turpentine, new orders for freight cars and the carlot shipments of potatoes, onions and citrus fruits.

Compared with the previous month, increases were noted in the production of bituminous coal, in the output of automobile trucks, the production of flooring, both oak and maple, in the output of cement and in shipments and new orders for enameled sanitary ware, while declines from the preceding month were noted in the consumption of cotton, the production of steel by independent mills, sales of life insurance and structural steel, production of steel barrels, sales of freight cars and machine tools, the output of copper and lead, and the production of passenger automobiles.

BUSINESS INDICATORS.

Relative Numbers—1919 Monthly Average = 100.

	1924.—1925—			P. C.
	July	June	July	Inc. †
Cotton consumption	70	100	98	+40.0
Cotton stocks	28	38	28	0.0
Coal, bituminous, production	86	96	102	+18.6
Coke, beehive, production	28	38	34	+21.4
Coke, byproduct, production	113	151	151	+33.6
Cement shipments	232	244	253	+9.1
Newsprint paper, production	100	113	112	+12.0
Wholesale prices	71	76	78	+9.9
Farm Prices	63	70	71	+12.7
Retail food prices	77	83	86	+11.7
Imports, merchandise	86	100	100	+16.3
Imports, gold	295	69	160	*—45.8
Exports, merchandise	42	49	51	+21.4
Exports, gold	1	22	14	+1300.0

*Decrease. †July, 1925, from July, 1924.

Dollar Buys 63 Cents, Pre-War

Prof. Irving Fisher of Yale University announced that last week's prices averaged 158.7 per cent of the pre-war level. The purchasing power of the dollar was 63 pre-war cents.

Crumps index number was 152.2.

Index numbers for the last five weeks follow:

	Fisher	Crump
August 28	158.7	152.2
August 16	160.6	153.0
August 9	161.4	152.9
August 2	160.8	153.7
July 26	160.4	151.9

CAUGHT IN THE NEWS NET

ON August 25, R. W. McCarthy resigned his position as buyer for the Pelletier Stores Co., Topeka, Kansas, and will undertake new duties, starting on August 31, as buyer for the Allen M. Hinkel Co., Wichita, Kansas. Mr. McCarthy is an energetic and enterprising young man and has filled his late position for the past year or so with great satisfaction. Max Cruson was former buyer for Hinkel.

John W. Ryan, formerly with Wanamaker and recently with the Stearns Co., of New York, has taken a position with Lew Carter, at Snellenbergs, Pa., as china and lamp buyer.

O. H. Harris, formerly connected with Goerke's, Inc., Newark, N. J., is now with S. P. Dunham & Co., Trenton, N. J., as china, glassware and housefurnishing buyer. Robert Slick was formerly in charge of these departments.

A. H. Hilker, merchandise manager and M. S. Landsberg, china and glass buyer of Gilmores, Inc., Winston-Salem, N. C., who operates twenty department stores throughout the South, are here on a buying trip. Mr. Hilker is staying at the Imperial Hotel, while Mr. Landsberg is with relatives in the city. They report the cotton crop is about normal and the price satisfactory, so that everyone is encouraged in buying.

Martin Carlstein, of the Martin Mercantile Co., Chicago, left New York on Tuesday for Florida, where he will join his wife and son.

"Herb" Connor, with the Carrollton Pottery Co., was at the McAlpin Hotel the first half of this week, leaving for Boston on Wednesday, where he will show his samples at Young's Hotel.

Chas. Weidemann, with the Carrollton Pottery Co., has been spending his vacation at Delaware Water Gap with his family and returned home in time to see his pet team defeated before leaving for Cleveland last Sunday night. Mr. Weidemann expects to remove his residence to Cleveland this fall so as to be nearer to the factory at Carrollton, O.

Harry P. Muirheid is steadily improving, which will be highly gratifying news to his many, many friends in the business. Under the doctor's orders no callers are yet permitted. When the doctor finally lifts the ban, he hopes all Mr. Muirheid's friends will come to see him, and come in droves, as that will contribute largely to his ultimate cure.

F. C. Schmidt, buyer for the German department of L. D. Bloch & Co., New York, manufacturers and importers, sailed for Europe on August 22nd on the *Majestic*. This is Mr. Schmidt's regular semi-annual trip.

I. E. Fronani, buyer for Woodward & Lathrop, Washington, D. C., arrived in New York on Wednesday, to buy glass, china and other things.

Chas. C. Cullen, president of Chas. C. Cullen & Co., Knoxville, Tenn., says that business is quite satisfactory in the South, in consequence of which he was buying in the New York market in quite satisfactory quantities.

E. Torlotting, the well-known importer, who has been in Europe for several weeks on a visit to the factories represented by E. Torlotting, Inc., in this country, has written his son that he will remain abroad for the winter, together with his wife and daughter, who accompanied him on the trip. Having been in ill health for the past year his physician in Paris advised him that the change of a winter abroad spent probably at Nice, would benefit him greatly. His son, Gaby, is in charge of the business here during his absence.

Carl F. Beurer, of the sales force of Brayton's, Inc., Buffalo's well-known silver, china and glass store, is sailing soon for a trip abroad which will include a visit to Switzerland, France and Germany. He expects to return about October 1.

Rene F. Dunne, salesman for E. Torlotting, Inc., left on Sunday for a two weeks' trip through the New England States.

J. Joseph Snyder, with A. Gunthel, is preparing to leave on Sunday for a trip that will keep him on the road until November. He will make New England first and then the Middle West.

Andrew Moser, who has been connected with the Dry-Block Mercantile Co., Memphis, Tenn., has been in New York making purchases for the Louis Pizitz Dry Goods Co., Birmingham, Ala., which position he assumed August 1. Mr. Moser says he will have the largest china department in all of the South when the concern's new building is completed.

Fred C. Reimer, head of Fred C. Reimer, Inc., New York, plans to start for the Pacific Coast on Labor Day. Emil Rosenthal who covers the Eastern territory for the concern will start for his territory at the same time. J. C. Jonas, middle western representative, started out on the 25th.

Road representatives of William G. Mueller, Inc., New York, are departing for their fall trips. Eugene Blum and John H. Ling left Monday. Ralph Brandon and Frank Primrose departed Sunday and Leon Fromkess will go about September 1st.

C. B. Levy, Henry E. Shirley and W. E. Nye, selling representatives for Maddock & Miller, Inc., New York, importers, will shake the dust of the metropolis from their boots this week and fare forth into their respective territories.

Wm. S. Pitcairn's Impression of Conditions In England

There is no individual in the china and crockery business whose judgment, keen business acumen and insight into general conditions are more reliable than those of William S. Pitcairn, affectionately known to his thousands of friends as "Billy."

It is through these qualifications that he has risen to his present influential position, combined with one of those rare genial natures which radiate genuine friendship. Like all good Scots he is most loyal to his friends and a man is indeed fortunate who can count Mr. Pitcairn on his list of friends.

Mr. Pitcairn, who recently returned to America after a three months' visit to England and other European countries, recited to a representative of the CROCKERY AND GLASS JOURNAL the following impressions regarding conditions in England:

It would seem that the whole of England from the newly-war-rich to the veriest laborer is hell-bent for enjoyment. To get rooms at a hotel, one's reservation must be in for weeks ahead and at the expiration of the time for which the rooms have been engaged the occupant has to get out. It is not a matter of money because the rates are not low, but simply because your time has expired and some one else has engaged them and will take up residence immediately at the end of your period. This same condition Mr. Pitcairn said obtained in Paris, too.

Every moving picture house and theatre has a long queue lined up along the streets awaiting the opening time. The busses and trains in transit for football matches, tennis or cricket matches according to season, are jammed beyond belief and it is impossible to board any such conveyances in comfort.

Trains to seaside resorts are, if possible, in a worse state, humanity is stuffed in the cars, or carriages as our English friends call them, regardless of the class for which they have paid. A person taking a first class ticket, for which he usually pays twice as much as a third class ticket, is entitled to a seat in a carriage that is supposed to hold six passengers only, each passenger being separated from his neighbor by a comfortable rest for his arm or elbow. Yet these first class passengers, in most cases, have to forego their privileges for which they pay and make room for the general run of passengers. In one instance when Mr. Pitcairn was going from Stoke-on-Trent to Rhyl, a Welsh seaside resort, to see a sick friend, he had first-class transportation, but before the train started the conductor (or guard, the English equivalent) had bundled nine other passengers in, all third class travelers thereby adding 50 per cent more than the carriage capacity.

The resorts are filled and the sea shores are a mass of seething humanity.

It is not only the richer or the poorer classes who are taking such pleasurable toll of English life, but all classes of the British. Business seems to take second place. Workmen and their families do not take the pride in work that they used to and some families find it easier to accept the government "dole" rather than work, for when their various "doles" are pooled the family has enough upon which to live comfortably, so why work.

Miners who were contented to work for 30/- a week for a ten hour day, are now discontented with £3.10.0 a week with only five and a half hours actual work at the pit face or seven hours from the pit mouth and return or from "light to light" as they express it.

All classes are well dressed and no apparent shortage of funds is discernible yet few are working full time.

The lavish expenditures and ostentatious entertainments given by those who became rich during the war, those to whom riches are yet a novelty, are creating untold harm among those of socialistic tendencies, who openly in public squares and parks advocate the dividing up principle. The chief theme in their ravings is "they have it, we haven't let's get it." In one such speech in Glasgow Mr. Pitcairn heard a chap say, "Why Mr. —— has twenty-five automobiles in his household and we have to walk or use the penny train car, why can't we have automobiles?"

On the other hand, old established firms, who for generations have maintained a hundred or more employees, are keeping their factories running so that the men and their families may have a livelihood even though they have to draw on their capital to do so, so that they may provide work for their dependents.

One well known "good old English gentleman" who resided in the Manor Hall, recently removed to his lodge at the entrance of his drive way, so that he might rent the old historic hall to some one of the newly rich or American millionaires.

The rich are paying the government as high as 14/- in the pound for taxes and property owning is not what it used to be.

There is undying loyalty to the crown, not the slightest criticism of a monarchical form of government apart from what there has always been by irresponsible soap box orators. A Royal pageant never fails to cause a general

holiday and a tremendously enthusiastic crowd of subjects all along the line of route.

It is the ostentatious and vulgar display of wealth that the newly war-rich are making that is causing most of the discontent, coupled with the "dole" system which one would think has about served its purpose now and should be gradually tapered off, and the desire on the part of the general public to join in all possible forms of enjoyment as nearly approaching that enjoyed by the "envied-class" as possible.

The quality of the work of the English potters, Mr. Pitcairn assured, was better than ever, in spite of the labor conditions and there is an assurance that enough can be made to satisfy all requirements.

Hearn & Son to Open a China and Glass Department

Hearn & Son, New York, N. Y., are to open a full-sized china and glass department in their 14th Street store, where they will display dinnerware in great variety, short lines and a complete line of glassware and all kindred goods that go to complete or furnish a home. A gift department, too, will be a leading feature. They expect to offer everything in these lines both useful and ornamental. H. J. Wyman, who has been with Hearn's for eight years, will be in charge. He is well known among the toy manufacturers as well as in the musical instrument trade, owing to his conducting of these two departments which he still continues to manage. He expects to be ready to open the new department on or about October 1st.

Soy Key & Co. To Move Uptown

On September 1st, Soy Kee & Co., one of the largest wholesalers in Chinese and Japanese merchandise, will remove their showrooms and headquarters from 7-9 Mott Street to 87-89 Fifth Avenue (between 16th and 17th Streets).

This house is not only one of the largest Chinese importing houses in the country, but it is one of the oldest, having been established 28 years. Soy Kee & Co. have been located at their present Mott Street address for twenty-five years and are probably the most important house of their kind remaining in Chinatown.

Trade conditions of today make the move uptown necessary for the convenience of customers and the taking care of a greatly increased volume of business. The new showrooms will be ready on September 1st and a complete and up-to-date line will be displayed there.

Kresge to Proceed in Chain Store Plan

The brief announcement issued on Wednesday by Samuel Mundheim, President of Stern Brothers, that S. S. Kresge, prominent as an operator of a chain of five and ten cent stores, was no longer a director or stockholder of the local department store and was not connected with it in any way, was the cause of considerable conjecture in the financial district yesterday as to the reasons leading to Mr. Kresge's severing his relations with the organization. In the absence of official details all sorts of rumors were circulated, most of which related to the development of friction due to Mr. Kresge's inability to acquire control of the store for inclusion in his Kresge Department Stores Corporation, which already controls two out-of-town stores and is contemplating the acquisition of additional establishments in an effort to form a chain of department stores in the principal cities of the country.

The only official information obtainable yesterday was that Mr. Mundheim, Ralph Jonas of Jonas & Neuburger and their associates had acquired all of the Stern Brothers stock formerly held by Mr. Kresge. The price paid and the number of shares involved was not divulged, but it was learned officially that Mr. Kresge did not control 100,000 shares of Stern's stock, as reported earlier in the year, when it was intimated that he was angling for control of the local establishment.

So far as could be learned yesterday, however, the severing of relations with Stern Brothers by Mr. Kresge will in no way interfere with his plans to acquire additional stores for the Kresge Department Stores Corporation.

The recent proposal of the Kresge Corporation to increase its common stock from 200,000 to 700,000 shares gave weight to these reports.

The corporation at present controls the L. S. Plaut & Co. property in Newark and the Palais Royal in Washington. The organization also is understood to have a large interest in The Fair in Chicago.

HEARN
Founded 1827
FOURTEENTH STREET WEST OF FIFTH AVE.

Will open a

China and Glassware Department

on or about

October 1st, 1925

While the greater part of our opening stock has already been purchased, we are still in the market for certain novelties and specialties in china and glass.

Our buyer, Mr. Wyman, will see salesmen from 9 to 12 daily, or by special appointment.

Narcissus

Paper White Grandiflora

For growing in pebbles and water

THE Paper-White Narcissus have been a means of greatly increasing the sale of fancy bowls.

These popular, easy-growing flowers for indoor culture in pebbles or fiber and water have a ready sale. They will flower in six to eight weeks after planting.

WE OFFER
12/15 cm. Bulbs, (1500 to case)
@ $15.00 per 1000
F. O. B. New York

Stumpp & Walter Co
(Seedsmen)
30-32 Barclay Street **New York**

Best Values in
JARDINIERES



Vases, Candlesticks, Bowls and Novelties

SEE YOUR JOBBER
OR
WRITE US

THE BRUSH-McCOY POTTERY CO.
ZANESVILLE, OHIO

N. Y. OFFICE—COX & CO., 120 FIFTH AVE.
We make the "LINES THAT SELL."

1,000 Retailers Convene in Chicago

The eighth semi-annual convention of the Interstate Merchants Council opened in Chicago, on August 12th with an attendance of 1,000. This is the largest turnout in the council's record for an opening day. The total membership is 2,800.

William R. Dawes, president of the Chicago Association of Commerce, welcomed the merchants and said good crop conditions promised good business.

"Chicago offers untold benefits and merchandise to merchants of this country," said C. W. Hall, of C. W. Hall Dry Goods of Green Bay, Wis. "I have learned in a study of this market during the past ten days that we can purchase everything here but foreign goods."

Mr. Hall urged business men to keep overhead expenses down. "Work hard this fall," he said. People are trading more and more in the neighborhood. They are turning away from the chain store. It is up to each one of us to conduct our stores in such fashion that all the community's needs will be met. If we, as merchants, do our part, we can make it a big season.

"In a way we have been to blame for poor business by demanding merchandise at a low price."

The necessity of volume turnover in business was discussed by W. H. Mann, manager of Marshall Field & Co. "Merchants overlook the fact that they must do volume business," he said. "Short buying is only timidity. I know a large crowd of merchants who lost business because of timidity in buying. They placed no future business and when they wanted goods there were none in the market. Manufacturers must anticipate and know their needs. Manufacturers are holding off on staples, as there is no gauge on buying for future needs. Order now for your spring business. You ought to know your needs now and ought to buy accordingly."

Other speakers stressed the importance of placing orders in advance.

Fred Voiland, of Topeka, Kan., Past president of the National Retail Clothiers and Furnishers, urged study of trade publications to learn the textile field thoroughly.

J. R. Ozanne, advertising manager of Carson, Pirie, Scott & Co., declared that if marchants train sales forces properly they need have no fear of competition.

Trade Is Satisfactory, Says Irving Bank Review

The midsummer volume of trade and industry is of very satisfactory proportions as compared with the figures of a year ago, and the outlook continues excellent for well sustained prosperity in numerous lines of business for the balance of the year, says the mid-month review of Irving Bank-Columbia Trust Co. The old-time theory that big crops are necessary to general welfare seems to have been discarded, probably on the theory that a repetition of the occasional burdensome surpluses would have to be disposed of in the world markets to the detriment of the prices received here by domestic producers:

The review continues:

"Wholesale commodity prices have in the main shown an upward tendency in recent months, and have thereby contributed to the greater confidence and cheerfulness of business sentiment, both of which have been further intensified by the phenomenal upward surge of security values. Besides the stock market boom, still continuing in full blast, additional evidence of a very broad buying power throughout the country is found in the close-to-record production and sales of automobiles, the mounting mass of chain store and mail order sales, the lively speculation in land and the enormous volume of new building construction."



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



FLINT glass factories are getting back into their fall production stride as the end of the summer season nears. All of the flint plants are in operation, some with slightly reduced forces but with production continuing. Buyers have begun to place orders for their fall and holiday requirements, and some of the specifications call for early deliveries. The decorated line of glassware is in very good movement, and considerable interest is being displayed by buyers in this line for late fall and holiday requirements. The novelty line has been in rather good request all through the summer season, but now the trade has begun to order in larger quantities and in more varied assortments. From present indications the demand for the decorated line will be much more active this fall than even a year ago. Staples are also reported in better demand, while the blown and stemware lines are in steady movement, the demand for this line coming from practically all sections. The gold encrusted decorated line of blown and stemware is declared to be more active just now than for many months, and this indicates that buyers are anticipating requirements for future. Lighting glassware also appears to be in more active request. Some increase in the volume of goods wanted is noted in many orders, and the conservative buying of this line seems to be passing as the season advances. Several of the lighting glassware factories have brought out some new numbers for the fall trade, and these are meeting with a ready sale. Sales managers declare there is an improvement in the demand for the entire line, and this is evidenced by the increased volume of business now being received from both retail and jobbing interests.

With a capital stock of $3,000,000 the Light & Lens Corp. has been chartered by the Secretary of State at Charleston, W. Va., which confirms the announcement made exclusively in the CROCKERY AND GLASS JOURNAL last week of the intent to form such a corporation. The headquarters of the company has been listed as being at Star City, W. Va. The incorporators are Ralph S. Kauffield and Louis F. Kauffield, Sr., and Howard A. Kauffield all of Star City, W. Va.; F. H. Mitchell, Morgantown, W. Va., and H. C. Mellinger, Johnstown, Pa. Arrangements are now being made to place the former plant of the Star Glass Co., at Star City in operation on lens production, and several other plants will be engaged in turning out the same product for this corporation.

A dispute between eight employes of the New Cumberland (W. Va.) Glass Co., was so magnified by those not knowing anything about details, that a call was sent out for a detachment of State Police to the New Cumberland. When these officers arrived they found no trouble that would require their presence, and immediately left.

As the season advances, manufacturers are becoming more active in developing the 1926 line of merchandise. It is known now that many new designs will be featured during the 1926 Exposition here and also a host of new decorations. It is also said that some new effects in heavy cut glass will be featured here in January, and that the showing of heavy cut lines will be slightly larger than those of the last few years. Last January it was noticed that inquiry about heavy cut blanks was a little more pronounced, and this had lead some of the manufacturers to believe that the line is about to stage a "come back."

Within a few weeks it is said that the plant of the Imperial Glass Co., Bellaire, O., will be again in full production. During the last few weeks only part forces have been employed since the factory resumed operations following the summer shut down.

It is currently reported here that the former plant at Martins Ferry, O., operated by the Davies Glass Co. will be taken out of the hands of the receivers by the court and placed under the control of a committee representing the bondholders. Announcement has been made by Dr. R. H. Wilson, Martins Ferry, one of the bondholders, that negotiations are now pending for the transfer of the property to other interests, and that a sale of the plant may be announced at no distant date. The plant, which was in operation but a short time is modernly equipped, and buildings are also of modern factory design. Myron E. Cole, trustee for the bondholders, has filed a petition in the Belmont (O.) courts seeking an order of court authorizing the sale of the property.

The plant of the Hazel-Atlas Glass Co., Blackwell, Okla., is now operating full time, giving employment to about 400 people. The plants of this company both in the Zanesville, O., and the West Virginia district are also in very active production.

Repairs have been completed at the factory of the Jeannette Glass Co., Jeannette, Pa., which factory suspended operations Aug. 3rd, and the factory is again in operation. Judging from the volume of business the company is receiving, all departments will be in steady production during the balance of the season.

Demand for the portable lighting line is beginning to show more life, and this is declared to be due to the ad-

(Continued on page 30)



WHAT THE POTTERIES ARE DOING



QUITE a noticeable improvement in the receipt of new business was noticeable in the Ohio pottery district during the last week, and it is the opinion of the manufacturers and also sales managers that the distributing agencies have now begun to anticipate fall and holiday requirements in earnest. There is some slight improvement in the volume of production, but all plants are not on full operating schedules. The larger general-ware potteries in this immediate vicinity are working on very good schedules, some as much as five and one-half days per week, others but five days per week. It is the opinion of the manufacturers that by September 15th a decided increase in production will be shown in all plants in the Ohio district. This is but following the rule of past years, that buying increases with the advent of the fall season. Mail orders are in slightly heavier receipt than for some months, and salesmen who are on the road inform home offices a better feeling is noticeable in the retail section. Jobbers are buying in sufficient quantities to keep stocks up to normal, but it is noticeable that no excess amount of merchandise is being purchased either by the retail or the jobbing interests. Dinner sets are in very fair movement, while open stock patterns are in nominal request. Some of the patterns are selling well at retail, and this is reflected in additional orders being placed with the manufacturers. From all present indications, plants in this district will continue increasing production until the close of the fall buying season, and then will come the demand for the January sales specials.

The news has been received here that J. F. Joyce, of Montreal, Canada, has been appointed buyer and manager of the china and glass department of the A. J. Freiman Co., Ltd., Ottawa, Canada. He has also been given charge of the toys and housefurnishings sections of this store. The change was made on account of the resignation of F. Rivard, who has been connected with this company for several years, and who proposes to return to Montreal and again return to the road as a commercial traveler.

The action taken by the United States Potters' Association at its special summer meeting in Trenton last week to conduct a nation-wide advertising campaign, is but following the campaigns of other industries which have proven so successful. This is especially true of the brick and lumber industries, which campaigns have been so successful in increasing sales. As dinnerware is an item that is used in every home, the national advertising campaign has wonderful potential possibilities, as the cooperation of all retail and wholesale distributors in such a campaign is assured. Upon several occasions at annual meetings of the Potters' Association the subject of national advertising for this industry has been discussed by experts, and at one time a speaker presented graphs showing the increase in sales of household commodities after a national advertising campaign had been launched.

One of the largest orders for dinnersets booked in the district this season is that for 8,000 sets which came to a local concern a few days ago from a New York state newspaper. In addition to this order, an open order for berry sets was also booked, which will eventually amount to over 10,000 sets. The business was obtained through a local brokerage office, and shipments are to be made as fast as the merchandise can be produced.

George T. Bratt, western salesman for the E. M. Knowles China Co., has left for his territory, and will be on the road for probably six weeks. Mr. Bratt is showing the advance samples of the new shapes of this firm, and also a number of new decorations.

Arrangements are now being made to place the new No. 2 plant of the Owen China Co., in operation, these plans being worked out since Charles W. Foreman became actively identified with the company several weeks ago. This will result in the company being in the position to market the product of 25 kilns. The retirement of several former officials of the company and the taking of these vacancies by others better versed in the industry will very likely cause the two plants of the Owen China Co. to be operated to capacity within the next three months, or sooner.

The plant of the Southern Potteries Co., Erwin, Tenn., is operating full time, both in the clay departments and in the decorating shop. It is declared now that the plant is on a heavier production basis than at any time during the last year. It may follow that additional kilns will be erected at this plant next season, should present plans mature.

Thomas Lockett, for many years engaged in modeling work here, but for the last few years in charge of the mould shop of the Empire China Co., Burbank, Calif., has returned to this district and it is likely that he will again engage in modeling. A number of the most popular shapes now on the market have been designed by Mr. Lockett.

Increased activity in the Sebring pottery district is reported this week, and the production in the several plants there is steadily increasing. The fact that tunnel kilns

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Burgess & Leigh Line Adds Further Interest to Fred C. Reimer's Display

ANOTHER feather in the cap of the Fred C. Reimer Co., 49-51 West 23rd St., New York, is their appointment as announced in last week's CROCKERY AND GLASS JOURNAL as sole representatives for the United States of the Burgess & Leigh, Ltd., Burslem, England, line of dinnerware and fancy ware. Samples from the factory are now on view at the Reimer salesrooms, where they are creating no small amount of interest among the buyers. A choice collection of patterns are shown in underglaze print and hand enameled treatments in which the factory specializes. There are some unusually charming effects and beautiful colorings that are destined to find ready favor. Further enhancing the beauty of their productions are two or three very lovely shapes which are especially well adapted to show off the decorations with effectiveness. Among the patterns is one in a "Flow" blue scenic effect. The color is deep and rich and design brought out distinctly. Another design of rare charm is shown on the Wembley shape. This comprises a border made up of wide panels with large fruit sprays alternating with smaller sprays of similar character. Another design is one in which a powdered band predominates. A narrow outside band is in latticed effect. Then comes the wider powdered blue band broken at intervals by medallions combining lotus blooms with a laurel spray. An Indian tree pattern on the La Cottage shape comes in bright colors, green, blue, pink, etc., at an exceptionally reasonable price. The Willow ware comes in various shades, two blues, green, brown and red, also in the same colors with touches of vivid contrasting colors here and there. The Etruscan shape bears a most attractive design, the rim being covered with tiny circles broken by three large floral sprays, alternating with smaller flowers. These come in combinations of yellow and blue flowers against a background of gray, brown, delft or deep blue. Unique and of an exceptional charm is this design. These are only a few of the many lonely dinnerware designs from the Burgess & Leigh factory. The lovely Sunset fancy ware from the same makers is as colorful as its name suggests. There are bowls in vivid solid colors, red orange, lavender, powder blue. Vases in powder blue have a fruit decoration. One bowl in red with a black lining has a border of deep yellow broken by butterflies in green, red and black.

Pheasant Pattern Good Seller

The Wheeling Decorating Co., Wheeling W. Va., made a ten strike when they introduced the Pheasant pattern on glassware. The line was greatly admired and bought by many buyers when it was first displayed last January and repeat orders tell the story of its success. Since it was first brought out a number of additions have been made to the line so that it may now be had in a wide range of salable items such as cheese and cracker dishes, handled sandwich trays, sugar and cream, celery, bon-bon dishes, in fact, it is obtainable in all the best selling items. The complete line is on display at the salesroom of I. Silverberg, 2 East 23rd St., New York representative for the line.

New Shape and Decorations Enthusiastically Received at Edward Boote Salesroom

No buyer will want to come to the New York market without a visit to the salesrooms of Edward Boote (Jas. B. Boote), 35 West 23rd St., New York, where they are displaying among other interesting things a fascinating new dinnerware shape on a fine ivory body from Wood & Sons, England, for which they are American representatives. Its simplicity of line, fine proportion and practicability makes an immediate appeal and when shown in the several new decorative treatments just brought out by the firm for the Fall trade it never fails to create justified enthusiasm.

H. C. Gray Co. Show Exquisite New Line of Artificial Flowers

It would indeed require a stretch of imagination to visualize anything more delicate or lovely or more true to nature itself than the new line of artificial flowers recently placed on view at the salesroom of the Horace C. Gray Co., 200 Fifth Ave., New York. There are a great many different varieties of flowers made in most of the colors in which they grow. The colors and shadings are as near perfection as possible and the formation of the flowers is truly a work of art. The flowers are made of wax and are not affected by the heat, hence they may be used in warm climates as well as cool. A display of them in a store will usually make a double sale of both flowers and bowl or vase to hold them.

Edwin M. Knowles China Co. Announce New Shape

The trade is waiting with considerable interest the new ivory body dinnerware shape announced by the Edwin M. Knowles Co., East Liverpool, O., which will be ready for the trade by October 1st. This new ivory body will doubtless meet with a hearty welcome on the part of buyers as the demand for cream body is still heavy and the Knowles company can be depended upon to create something of combined quality and charm. It is expected that the new shape will meet with the same wonderful popularity of the "Mayflower" dinnerware which created such a sensation when it was introduced.

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE lamp department at C. F. Hovey Co.'s store is now in a single room overlooking Summer St. and near the office of the buyer, John Pearce. It is served directly by an elevator. Mr. Pearce expects to duplicate or exceed his last years' record of seven carload sales, one about every other month. He finds a growing demand for parchment and glacé shades from his customers, though silk shades still form the bulk of his merchandise.

Saul Goldberg, president of B. Goldberg & Son, dealers in housewares, Lawrence, has recently been in the Peter Bent Brigham Hospital at Boston for an operation. He is convalescing satisfactorily, and his friends expect he will leave the hospital in a day or two.

The DeMoulpied Furniture Co., for forty years one of the largest dealers in Manchester, N. H., has sold out to C. A. Hoyt, furniture and housewares men of the same city. Both businesses will go on without particular changes.

Frank A. Tate, of E. H. Tate Mop & Cordage Co., returned last week from a seven weeks' vacation in Europe, during which he flew from London to Paris and back.

Edward Reiwald was in town a few days this week with A. J. Fondeville & Co.'s English and French china. With him was Alec D. Shaw, who is learning the smaller cities about Boston and will accompany Mr. Reiwald to Philadelphia.

William J. Tickell arrived on Monday at Young's Hotel representing Edwin M. Knowles China Co.

"Things look good," was the opinion of Jack Blaustein, here a few days this week on a brief trip with lustre teasets for Mogi Momonoi & Co.

Joseph T. Gilman, president of Jones, McDuffee & Stratton Corp., recently spent several days with President Ernest G. Hopkins of Dartmouth College at the latter's summer home at Manset, Maine. Mr. Gilman has long taken an active interest in the college and its affairs and he also shares President Hopkins's fondness for fishing.

W. O. Tuckerman will be at Young's Hotel as usual until Labor Day with metal lamps, bookends, smoking and desk sets of the Bradley & Hubbard Mfg. Co.

E. B. Powers, buyer for B. Peck & Co., Lewiston, Me., stopped in Boston on his way back from New York last week.

Miss Mildred Mutch, secretary for H. P. & H. F. Hunt Co., is spending a fortnight in Newburyport.

A convention of the American Retailers' Association was held at the Copley-Plaza last week under the direction of Felix Vorenburg of Gilchrist's, president, and Harold West, managing director of the association.

Jones, McDuffee & Stratton will hold their fall showing at the Hotel McAlpin, New York, from September 1 to 15. P. B. Johnson has engaged room 363 and will show a complete full line of samples.

Wilton Spaulding, Mitchell Woodbury's salesman for Greater Boston, has just returned from Bermuda.

Fred A. Stearns, who last year represented Mitchell Woodbury Co., in the South, has been assigned to the Southeastern Massachusetts and Rhode Island territory.

John Connelly, assistant sales manager for Jones McDuffee, was away on vacation for the last half of August.

J. R. Kilburn Glass Co., Inc., Chartley, near Attleboro, glass manufacturer, has a capital of $50,000. The incorporators are Jerome R. Kilburn, Carrie A. Kilburn and Winfred A. Kilburn, all of Chartley.

The Edgar B. Cole Co., Inc., department store of Randolph has a capital of $80,000. The incorporators are Edna B. Cole, Brockton, Edgar B. Cole, Randolph and Robert H. Fullerton, Brockton.

OBITUARY

Mrs. Sarah C. Libbey

Mrs. Sarah C. Libbey, widow of William L. Libbey, founder of the Libbey Cut Glass Works, died on August 20 at the Charlesgate Hotel, where she had lived for ten years. Mr. Libbey died in 1884, two years after their marriage, and much of Mrs. Libbey's life was spent in Boston and Newton. She was born eighty-five years ago in Arkansas. Her father, Hiram Sands, was an engineer and builder of forts, and her mother, Sarah Patten, was a musician and had traveled extensively. Mrs. Libbey leaves three step-children, Edward L. Libbey, Mrs. William S. Walbridge and Miss Sallie M. Libbey, all of Toledo, Ohio, and two brothers, E. C. Sands of Newton Center and George H. Sands of Foxboro.

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers of Lamps, Shades and Their Accessories

By Beatrice Miller Wisner

Morimura Shows Excellent New Lamp Models

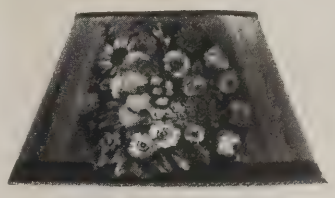
THE splendid arrangement of unusual lamps shown in the spacious lamp section of Morinura Bros., 53 West 23rd St., New York, is a comprehensive display, giving each lamp its individual setting in bringing out the particular charm of every lamp and shade exhibited. Among some of the noticeable lamps and shades in the large assemblage is a particularly newly designed Japanese porcelain boudoir lamp representing lovely birds in all their gay plummage. The mount of the lamp shows the bird resting in realistic posture on a branch of a tree. The branch is black porcelain on which the bird is perched, and its brilliant coloring makes a striking effect. Parrots, cockatoos, sea birds in realistic tints, are among these original and highly artistic new lamps. The shades are of excellent finish in pleated georgette, beautifully interlined in color to harmonize with the body of the shade. Gold lace and ruchings enhance the beauty of the edge trimming. Another very unique style of porcelain lamp is of lustre pottery in beautiful painted effects. The decoration is most artistically applied representing lovely water views and scenes in true Japanese style. The parchment shades are painted to correspond



with the scenes on the mounts. The plum decoration is another very enticing number and shows the shade in the same beautiful floral design. These are of pleated georgette over decorated parchment which makes a lovely combination in softening the tones of the painted flowers. Extraordinary metal lamps in Louis VI. and Adam style are among the latest models shown. These are exquisite reproductions of the periods, and the shades harmonize with the lamp proper in design. One particularly noticeable shade is of dove color with insert medallions in French court style. The trimming is of gold cord and heavy silk fringe. These lamps are one of the firm's most recent models and are significant and compelling reproductions one of the most famous art periods in history. The illustration above is one of the firm's latest numbers.

Attractive Shades in Exclusive Models

Beauty of color and artistic decoration in actual hand painted designs, is revealed in the exquisite parchment, beaded and in genuine sheepskin parchment shades offered by the Darling Studios, 225 Fifth Ave., New York. With the large variety of models, there is a diversified assortment from which to choose. The genuine sheepskin parchment shades are novel and extremely effective, showing many characteristic conventional designs. The painting is not a daubing and smearing of colors, but careful painting exquisitely worked out by artisans who are graduates in the art of hand painting, and the designs are creations from the skilled hands of these artists. The floral models represent field flowers, gracefully massed, roses, and floral groups(on a mottled brown background. The shades having black backgrounds are strikingly effective with the brilliancy of coloring against the dark tone, in floral and conventional designs. This background is noticeable for the gradual blending of light and dark tones. All of the shades produced by the Darling Studios, and tinted inside. The rose color is lovely in its effectiveness, radiating a soft pleasing and becoming tint. Many shapes are shown, in the assemblage, including canopy, drum, oval, flaring and many others, finely finished in every detail. The print decoration, in Colonial, water views and rural scenes is a novel adaptation of this type of applied art, and extremely well suited to period interior furnishings. Decorated parchment telephone screens, candle shades, waste baskets and shields are among the splendid collection on view at the studio's attractive showrooms above mentioned.



Novelty Embroidered Georgettes and Pongees

A very unusual and unique line of embroidered georgettes and pongees is being shown by the Kaufman Mfg. Co., with offices and showrooms at 258 Fifth Ave., New York. These special new designs come in all the popular and newest shades and represent beautiful and unique

(Continued on page 30)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

CHICAGO glass and dinnerware merchants are attracting the public with a series of special offers made of popular sets in high grade ware at somewhat reduced prices. The Boston store has announced a 100 piece high grade Nippon transparent china dinnerware set at $28.95. The pieces are decorated in harmonizing colors with conventional designs on ivory. They have gold coin handles and gold rims. Another feature was a 100 piece imported German set at $31.98. Pure white in color, transparent and simple in design the pieces are decorated with red roses. Clear crystal, thin blown crystal dinner glasses were also featured at 19 cents, and a lemonade set at 79 cents. First quality porcelain enameled ware was another feature at the same store which attracted wide interest. Imported china cups and saucers dainty and yet practical were featured at Mandel Brothers. The pieces had designs of pink roses touched with black and gold line at the rim. They sold at six pairs for a dollar. A clear crystal sandwich tray at $1 was featured at the same time as were heavy plate glass mirrors of the arch-top variety with artistic frames. A lamp of oxidize finished metal with cast open work was also shown at $4.95. Hillman's staged a special feature of 3,000 pieces of high grade aluminum kitchen utensils at 69 cents each. The feature attracted much attention. A one day feature of dinner sets, 100 pieces in white and gold design with gold handles was featured at the Fair last week. The price of $17.98 was attractive. The Leiter Stores featured an aluminum sale of kitchen ware at 69 cents a piece with success.

At a meeting of the Glass, Pottery, Lamps and Housefurnishings Association of Chicago held last Thursday at the Hamilton club the question of whether Chicago's show this year should be held in a downtown hotel or should be staged in individual sample rooms was thrashed out. The sample room plan was adopted and the show will come off sometime early in February. The association has discovered that the addition of life insurance to the privileges of its members is drawing new names to their roster. Several registered at the last meeting. Plans for the annual pottery glass and dinnerware people's week and party on the summer estate of the Boston store are being completed by Peter Rinken, buyer of the Boston store. No definite announcements have been made but Mr. Rinken said the affair would probably draw more people this year than it has in any of the twenty years of its existence.

Henry Von Hagel, buyer of china, glass and lamps for Sears, Roebuck and Co., has returned from his vacation in the East. He and Mrs. Von Hagel left Chicago several weeks ago to pay a short visit to the wife's family in Cincinnati, then they were to go on to New York. Mrs. Von Hagel's mother was found confined with a broken hip, however, and Mr. Von Hagel went on to New York leaving his wife for a longer visit in her home.

J. S. Kennedy, of the Roseville Pottery Co., who was showing his lines in the Palmer House, has gone on to cover the northwest.

Walter Jones, who travels for the Central Glass Co., spent last week in Chicago showing his merchandise at the Palmer House.

I. E. Mincks, of the Albright China Co., spent last week on business in Chicago.

The Hartman Furniture Co. is building a direct connection to its new store building from the elevated railroad station near by. The arrangement will make it unnecessary for patrons to descend to the street in order to reach the store from the station.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

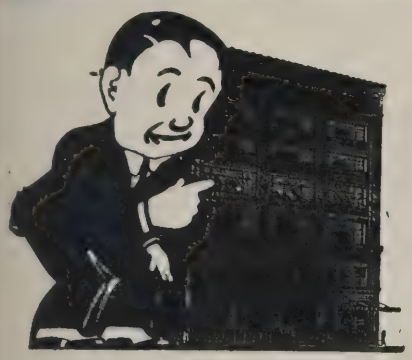
1751 West 74th Street CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

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Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone
Central 3497

IRA A. JONES CO.

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Representing:

Pope-Gosser China Co.
Seneca Glass Co.
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National Glass Novelty Co.
Quaker City Cut Glass Co.
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H. E. Rainaud Co.
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Wood-Art Co.
Burke Studios
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EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

MAKE THIS SPACE Sell Goods For You

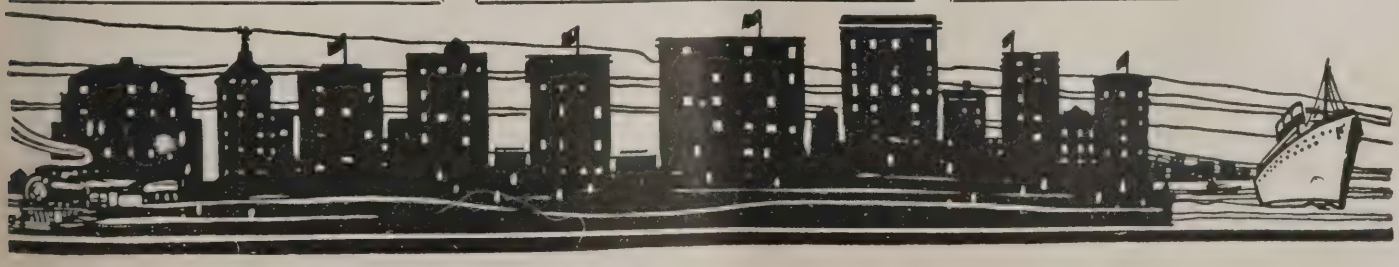
For Rates

PHONE WABASH 860

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

LINES WANTED

LOCAL agency for manufacturers of the following lines on commission: Table, soda fountain and bar glass ware. Yellow and Rockingham ware. Aluminum cooking utensils. An agency in Los Angeles or San Francisco can do you little good here as local buyers do not visit these cities to buy goods. Alfred C. Gray, 746 6th Street, San Diego, Calif.

What the Potteries Are Doing

(Continued from page 24)

are now in use in Sebring is one reason why production is advancing. At the plant of the Sebring Pottery Co., the demand for their ivory porcelain "Barbara Jane" shape is showing a favorable increase, while orders for the general line of semi-porcelain decorated ware from all other factories is also showing a steady growth, when compared with business conditions some months back.

Manufacturers of hotel china seem to be operating their factories on better schedules than some of the semi-porcelain shops. Several of the china plants are operating full time, and according to the management of these interests demand for the line is steady, although during July it was a little slow. However, during August orders began to show some increase in volume, and this has resulted in greater factory production. The china industry as a whole is declared to be operating better than 80 per cent, with prospects of this being increased during September.

It is currently believed here that the demand for dinner-sets from large installment houses will begin to show an increase after Sept. 15th. This line of business has been very slow this season when compared with the records of previous seasons. Buyers for these interests have been interested in "specials" from time to time during the last year, but the demand for the general line is admitted to have been slow, so far as the retail trade is concerned. The large Chicago and Pittsburgh mail order installment concerns have not been as active in the dinnerware market as has been their custom, and this would indicate that the retail trade has been rather quiet.

The several plants of the Homer Laughlin China Co. were idle Friday of last week, when all employes and their families held a "Homer Laughlin" outing at Cascade Park, New Castle, Pa. Two special trains were engaged for the excursion.

Monthly meetings of the pottery superintendents and department managers will likely be resumed next month, with sessions being held in the headquarters of the United States Potters Association in this city. The last meeting of the organization was held in Sebring. Factory problems of a technical nature are reviewed at these gatherings. It has not been announced who will address the first fall meeting.

The management of the Mt. Clemens Pottery Co., of Mt. Clemens, Mich., has awarded the contract for the erection of its fourth tunnel kiln. This plant is controlled by the Kresge interests, and it was the first generalware pottery to make use of the tunnel kiln. Since then, other manufacturers have awarded contracts for this improvement in generalware firing.

A public park at Evansville, Ind., has been named Helfrich Park, in honor of Michael Helfrich, who has engaged in the manufacturing of pottery at Evansville for many years. The new park has been designed to contain a golf course.

Glass Factory Activities

(Continued from page 23)

vancing season. Orders show more volume, and they are also increasing in number, both from the jobbing trade and also from retail distributors. Specialty lighting goods shops have also begun to buy more generously, while the department store buyers are also showing more interest in placing orders for fall stocks. Buyers of this line have been ordering only immediate requirements during the last few months, but the season of the year is now here when it is necessary to have orders in the factories in order to secure prompt deliveries. The increased use of electricity is creating a heavier demand for the electric line of portables, although from some sections of the country there is still a demand for gas portables, but in a small way.

The Soviet Government of Russia is placing orders for glass machinery in the United States, and the first of the specifications has been received by the Lynch Glass Machine Co., Anderson, Ind., and which calls for the delivery of a battery of bottle machines. The shipment will require three cars for transportation to seaboard.

Novelty Embroidered Georgettes

(Continued from page 27)

embroidered silks in lovely coloring for the coming season's new lamp shade models. The firm are also manufacturers of a large and varied assortment of cutout trimmings, medallions in colors, gold and black effects. Comprehensive display cards show the assemblage of these new and up-to-date trimmings, which enhances the beauty and stimulates demand for the modern lamp shade.

Advertising Helps Jobbers

(Continued from page 11)

baskets. It is better to have one hundred customers than ten or one thousand than a hundred, even though the ag-

gregate amount of business is the same. The work in shipping and billing detail will be greater but the profits larger and the business safer. If the business is well scattered over the country and there is a slump in one section, as there has been in textile localities, business will be good in other manufacturing centers so that the orders will continue to come in from one source or the other, and no serious let-down of orders becomes apparent. On the other hand, jobbers are an absolute necessity and will continue to thrive for one or two reasons. Many small stores with very little overhead find the convenience of buying everything from one jobber, where deliveries are made right on the sidewalk, where the quantities are not large enough for anyone particular item to make it worth a salesman's while to call. In cases like this the jobber makes his profit and earns it. He delivers the goods, which he has previously had to unpack and divide, so that he could fill small quantity orders, bill them, and then wait for his money and carry many accounts on his books longer than any manufacturer can or will wait for his money. The jobber usually pays for his goods in ten or thirty days. He earns the extra profit he is forced to charge and who can blame him if he does buy in the cheapest market, so long as his salesmen don't misrepresent the goods when selling them. By taking everything into consideration a manufacturer cannot go wrong in advertising his product to the dealers. Many firms add at the foot of their advertisements "sold through jobbers only," others say "if your jobbers don't carry, write to us direct," thereby indicating that they wish to do business with jobbers, but if jobbers don't handle their goods, they must supply direct until the proper connection is made, but in such a case the retailer would pay the manufacturer retailers' prices. Manufacturers have sent their salesmen into localities sold retailers at the long price, then turned the orders into the local jobber to fill, selling him at jobbers' prices, but usually the manufacturer expects in this case an extra order for an equivalent amount of goods as have been sold in this jobbers' territory so that he shall have stock to care for reorders. This is alright if the goods sell, but if they are "Duds" the jobber is then "stuck" with dead stock as well as the dealer.

Department Stores Business Costs Increased In 1924

In general, sales volume in department stores showed no increase in 1924, but in many instances declined, according to the results of a study just completed by the Bureau of Business Research, Harvard University. Ratios for operating expenses in 1924 in department stores and specialty stores studied by this bureau commonly increased distinctly as compared with 1923. Gross margin is generally seen to have increased slightly, and net profit decreased noticeably.

The common figures for 1924 were based on reports from 168 department stores, each with net sales of 1,000,000 or more, with aggregate sales volume of $808,448,000 in 1924; 399 department stores, each with net sales less than $1,000,000, with aggregate sales volume of $139,814,000; and 46 departmentized specialty stores, with aggregate sales volume of $81,526,000. Thus, the 613 reports on which this study is based represented an aggregate volume of net sales of $1,025,788,000. Seventeen dry goods stores were included in the 168 department stores reporting net sales of $1,000,000 and over, and 80 dry goods stores were included in the 399 department stores with net sales less than $1,000,000.

One hundred sixty-eight department stores with net sales of $1,000,000 and over in 1924 commonly had total expense of 30.1 per cent, gross margin of 32.1 per cent, and net profit of 2.0 per cent of their net sales; the typical stock-turn for this group of firms in 1924 was at the rate of 3.5 times a year. Common figures for one hundred and sixty-three department stores with similar sales volume in 1923 were given in a previous bulletin for department stores as 28.4 per cent for total expense, 32 per cent for gross margin, 3.6 per cent for net profit, and 3.7 times a year for stock-turn. Thus, total expense increased by 1.7 per cent, gross margin by only 0.1 per cent, and net profit decreased by 1.6 per cent of net sales.

This study marks the fifth year in which the Bureau has been able to summarize the costs of doing business in department stores, through the cooperation of the National Retail Dry Goods Association. The results are published in 140-page booklet which may be obtained at the Graduate School of Business Administration, Harvard University.

Quality and Service in Ceramic Materials

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CERAMIC processes admit of no deviation from the highest quality in materials.

Our understanding of your problems and unusual resources of supply enable us to furnish Ceramic Chemicals that add to the value of your production—as well as insure dependable results from every Ceramic operation.

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NEW YORK

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co.. Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

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AS THE EDITOR SEES IT

BEAR AND FOREBEAR

WHEN salesmen have to wait around with their samples in the buyers' ante-rooms they are apt to fret and fume wondering why they should have to waste so much time for one call, take their turns, and if they should happen to be near the end of the line, hear the sad message sent out, "no more salesmen will be seen today."

OF course it is aggravating, but does the salesman ever consider the many sides that a buyer has to present. Picture him with his merchandise manager and the executive staff of a large department store, the merchandise manager presenting a chart with the inevitable curve which he urges shall always incline upwards. He is told that he has come to the limit of his buying capacity, unless he does something drastic in a selling way to release some of the capital tied up in his department. He is urged to turn over his capital more frequently and above all show a profit commensurate with the expense of running his department, for overhead and something for the stockholders.

WITH these thoughts fresh in his head he is not apt to be an enthusiastic buyer, or it may be that he has been told not to buy anything more for a period. So that no matter how well intentioned he may be, or how desirous of buying, his hands are tied. He may be busy with a plan for sales, because he may be termed "buyer" but after all his chief duty is to sell. True he can't sell till he has something to sell, but he must plan how to clear his shelves and stock rooms of the goods already in stock.

HE is as truly in business for himself as any merchant, only the capital is not his. He is held responsible for the buying, selling, advertising and eventual profits and if his department is a failure there is no one but him to receive the blame. Therefore when you receive a polite or even curt turn-down don't blame the buyer or think he is playing favorites, because he doesn't buy from you. But put yourself in his shoes and try to give the same consideration to him and his position as you would have him give you.

FROM the salesman's point there are many things to be said. Buyers are not always apt to figure that a salesman's firm has to pay anywhere from three to ten dollars an hour for the privilege of keeping its representation on the road and that every hour wasted has had to be made up somehow or Mr. Salesman will be handed his walking papers.

FOREBEARANCE one with the other is after all the solution and then there will be no heartburnings. But at times forebearance has its limitations, of which an instance is brought to mind. A jobber's salesman had been waiting in a store for about an hour while the proprietor would give him a few minutes at a time at intervals when there was no one in the store and would leave him on the slightest excuse to pass the time of day with a customer who was being waited on perfectly by a capable salesperson. It seemed that the buyer was trying to aggravate the salesman. This he succeeded in doing. The man of patience and of samples at last said: "I'm sorry Mr. ———, but I can't fill this order nor can I give you any further time. So far you have cost my firm over ten dollars—more than the profit on your order. The longer I wait the more it costs. So I bid you good-day." The storekeeper said he'd report him, but the kind of salesman who can use such good judgment is not likely to be fired for any such reason.

Modern Merchandising

A BRIEF editorial in Hewitt's magazine contains a concise and very much to-the-point exposition of the modern method of merchandising involving the principles of rapid turnover. The editorial says:

In storekeeping the money is in the number of profits on all sales rather than in the size of the profit on each sale.

For example, in the hotel where the writer stayed the other night, a man at the telegraph station gave the girl a ten-cent tip for sending a fifty-cent telegram. The girl got more profit out of this one message than the company did. But in the long run she won't send as many telegrams.

This illustrates the principle of modern merchandising, which is at the foundation of the success of the Fords, Woolworths, Kresges and the thousands of merchants whose fame is small but whose bank accounts are big.

Volume sales at the smallest possible profit on each sale, with as many stockturns as possible in a year—these are the A B C's of retail success in the hardware, grocery, or any other field. And as soon as a merchant begins to put them into practice, he begins to multiply his profits.

One of the simplest illustrations of turnover is in the five-and-ten-cent store. It is said that in these stores, the item of stock that brings in the biggest return is sold on the smallest margin of profit! This item is candy.

The reason is this: a stock of candy is "turned"—sold more times per year than any other item the "five-and-tens" carry.

A stock of candy is sold out each week. Experience has made it possible to buy just the amount that will be needed to last a week, and so at the end of each seven days the company has its investment back, plus a profit.

Suppose the profit made on each week's supply of candy is 4 per cent. Since the stock is turned over 52 times a year, the total profit is 52 times 4 per cent, or 208 per cent on the investment!

Of course this is an unusual case. The average business cannot hope to make such a rapid turnover. But it can work toward that end.

If a merchant has $25,000 invested in a stock of goods, and sells this stock out four times a year, he has a "fourtime turnover." He is really doing a $100,000 volume of business on an investment of $25,000.

If the sale of $25,000 worth of goods yields him 5 per cent net profit, and he turns over $25,000 worth of goods four times in the year, he has made four times 5 per cent, or 20 per cent net profit. And if he could speed up his selling so as to turn his stock one more time—five times in the year—he would make 25 per cent net profit. This with almost no extra selling or overhead expense!

Obviously, a retailer's preparation for increasing annual turnover must begin with his buying. A merchant must learn his customers' wants, must know when and how to induce them to increase these wants and he must buy those goods which he can sell—turn over—to people in the shortest possible time.

In baseball, bench-warmers win no games. In retailing, shelf-warmers yield no profits.

Buy the goods that move. Although there's no rule, no one nowadays disputes the fact that chances of rapid turnover are in favor of advertised goods.

Another argument in favor of selling at a small individual profit is the fact that up to a certain point of business volume, the overhead of every business is fixed.

As long as a store is open, there is an overhead expense for rent, heat, light, insurance, clerk hire, etc. A store doing a $60,000 annual volume of business can do a $75,000 business with almost no increase in overhead.

The profit on the extra $15,000 worth of sales is practically "velvet." The velvet is the result of careful buying, well-planned merchandizing, perhaps a little newspaper and direct advertising, attractive window and store displays, and enthusiastic sales efforts on the part of the store personnel.

August Price Average 157.3 Per Cent

Prof. Irving Fisher of Yale University announced that last week's prices averaged 157.3 per cent of the pre-war level. The purchasing power of the dollar was 63.6 pre-war cents.

Crump's index number was 153.1.

The August average of prices was 159.5 per cent of the pre-war level. The average purchasing power of the dollar in August was 62.7 pre-war cents.

The August average of Crump's index number was 153.

Index numbers for the last five weeks follow:

	Fisher	Crump
August 30	157.3	153.0
August 23	158.7	152.2
August 16	160.6	153.0
August 9	161.4	152.9
August 2	160.8	153.7

Buyers in New York

AUGUST 27, 1925

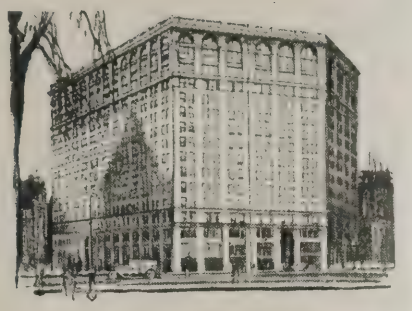
J. J. Condon, house furnishings, J. F. Condon & Sons, Charleston, S. C., 12 W. 27th St. (M. Levine & Co.).

AUGUST 28, 1925

H. C. Andrews, house furnishings, W. R. Zollinger Co., Canton, Ohio, 131 W. 35th St. (Hart, Flanagan & Co.).

AUGUST 31, 1925

H. Gibson, house furnishings, toys, A. Rosenstock Co., Petersburg, Va., 455 7th Ave. (W. L. Rothschild).



National Leaders Gather Here

IN NEW YORK, the really big leaders in housewares maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

"More than an office building"

SEPTEMBER 1, 1925

J. H. Edwards, lamps, house furnishings, toys, china, Drennen Co., Birmingham, N. Y., 33 7th Ave. (J. M. Biggins, Inc.)

F. E. Deubert, house furnishings, Montgomery Ward & Co., Chicago, Ill., 354 5th Ave. (8th floor).

B. Washowsky, toys, house furnishings, Sol Klein, Inc., Chicago, Ill., 115 W. 30th (B. F. Levis).

W. Ellison, silverware, Wm. H. Block Co., Indianapolis, Ind., 463 7th Ave. (S. M. Goldberg).

C. E. Hauer, lamps, Boston & Big Store Co., Marion, Ind., 115 W. 30th St. (B. F. Levis).

Mme. Ilka Chepard, lamp shades, B. Lowenstein & Bros., Memphis, Tenn., 112 W. 38th St. (City Stores Co.).

Miss J. Hale, silverware, Power Merc. Co., Minneapolis, Minn., 17 E. 39th St. (Associated D. G. Corp.).

J. B. Powrie, toys, china, house furnishings, J. B. Powrie, Nashville, Tenn., Grand.

J. M. Cross, house furnishings, Feibleman's, Inc., New Orleans, La., 1150 Broadway (F. Lilienthal & Co.), Broztell.

J. Rucker, toys, Rucker D. G. Co., Petersburg, Va., Pennsylvania.

F. Nye, china and glassware, Auerbach Co., Salt Lake City, Utah, 333 7th Ave. (J. M. Biggins, Inc.).

SEPTEMBER 2, 1925

H. A. Matheson, house furnishings, Seitner Co., Canton, Broztell.

F. H. Butterfoss, house furnishings, china, toys, Cleland & Simpson Co., Scranton, Pa., 105 Madison Ave. (Mdse. Reporting Co.).

Business Not So Bad, Eh?

Speaking of improvement in business during the past week, one of the large agencies on Fifth Ave., who have quite a staff of salesmen, some of whom are yet in the home office, had such a busy week that they had to impress even bookkeepers into service to help wait on customers. Among other things medium price service plates had a great call. Plates retailing at $5.00 each had a tremendous run and orders for these items ran up into thousands of dollars. Another agency said that their salesmen during the week, have had no rest, they have been at it all the time.

If the quantity and quality of buying in the New York market is any indication, when all the high-powered, twelve-cylinder salesmen are let loose over their territory, the various home offices will be kept busy in their shipping and bookkeeping departments.

Without exception all those offering goods are more than encouraged and confidently expect a great increase in Fall buying. Present indications point the way of fulfillment and not disappointment.

Half Billion Lamps a Year

The production of electric lamps in the United States today is more than 500,000,000 a year, valued at about $120,000,000, according to reports made recently to the district managers of the Westinghouse Electric Co., who are in session at Garden City, L. I., under the alternate charmanship of T. G. Whaling, Vice President, and A. E. Allen, General Manager. The consumption per capita for the United States is 87 cents, which is more than twice the consumption of any other country.

The managers who represent sales territories in all parts of the country, reported steady increases in activity in the electric lamp industry.



We take pleasure in presenting:

The Richmond Tea Set

TEASETS are still enjoying tremendous popularity and in this new shape we are showing over forty new lustre and floral patterns priced so that quick turnover is assured. Inspect these when you are in New York again or drop us a line so that our travellers may get in touch with you.

Lazarus & Rosenfeld

98 Fifth Avenue
New York City

Our Crystal Room is brimful of new dollar day specials in high-colored cased glass vases, candy boxes, baskets, and numerous other items that warrant your inspection either in New York or "on the road."

NORITAKE
M
JAPAN

"Noritake" Fancy China

Import for 1926 Delivery

WE are especially proud to announce the opening of the 1926 IMPORT line from the fact that it marks a new era in decorated china. We have abandoned old styles and old ideas, replacing them with new and novel effects that will be a revelation to you. Rich Lustre treatments and highly colored decorations, different than anything we have shown before, on new and useful shapes, many of them packed in individual fancy cartons to be sold at popular prices.

We urge you to arrange to see this unusual and interesting display as soon as possible and if you cannot come to New York make every effort to see our representative, who will leave shortly for their respective territories with the samples.

MORIMURA BROS., INC.

53-57 West 23d Street

New York City

A Distinctive American Product

For Home Decoration

Sold Thruout the World

Send For our Beautiful Catalogue in Colors.

Factory and Offices

FENTON ART GLASS CO.

Williamstown, W. Va.

U. S. A.



Don't Say *"Too good for my Trade"* and Hesitate

Try our Selected

JAPANESE GOODS

They are within reach of every one and attract better trade. Artistic and useful things in China Pottery, Bronze Furniture, Baskets, Screens, Artificial Flowers.

Send for Illustrated Catalogue, etc.

Mogi, Momonoi & Co., Inc.

105-107 East 16th St., New York, N. Y.

Spode's "June" Pattern



Illustrating a beautiful specimen of old Spode design, on the Flower Embossed shape, colors painted under the glaze in green, orange and red enamels, against an ivory ground, giving a charming effect.

Full dinnerware carried in open stock in New York.

Send for samples and prices.

Copeland & Thompson, Inc. 206 Fifth Ave., New York



Narcissus Paperwhite growing in Pebbles

NARCISSUS

PAPER WHITE GRANDIFLORA

True Grandiflora Type

ARE HERE

			Per 1000
12-15 ctm.	1250 bulbs per case	.....	$12.00
13-15 ctm.	1250 " " "	.....	17.50
14-16 ctm.	1000 " " "	.....	19.00
15-17 ctm.	800 " " "	.....	20.00

The above prices are F.O.B. New York, packed in regular standard cases and we can make immediate delivery in any quantity desired at the above prices. We specially recommend the two larger sizes for Bowl-Pebble culture. We can also furnish a high grade Pearl Pebble in neat card-board packages of 1 lb. each packed in cartons of 36 packages at the special price of 10c per package. Retails for 25c.

AMERICAN BULB COMPANY No. 6 MURRAY STREET NEW YORK CITY

Write for our general catalogue, Seeds, Plants, Bulbs!

CAUGHT IN THE NEWS NET

IN this day of rush, go-getters, and hum-dingers, one must not overlook the nevertheless successful but dignified salesman who claims immediate attention and incidentally scoops in the orders. There is no better an illustration of this latter class than "Jim" Temple, who has thought nothing of counting personal business up in hundreds of thousands of dollars worth of china per year. To Mr. Temple an appointment has been a thing to be strictly regarded and a promise a sacred thing. It often sets him thinking how some buyers, who make dates and break them without the slightest compunction, get by. It is only the thoughtless or unimportant buyers who are guilty of such conduct. If a responsible buyer finds he can't keep an appointment, he usually calls up to explain matters to make a further date. Mr. Temple has been showing his line of samples for the Geo. H. Bowman Co., Cleveland, O., at the Hotel Imperial in Room 715 for the past week or so with his usual success.

E. P. Daly, of the Lazarus & Rosenfeld sales staff, who recently returned to New York after a successful showing of the concern's lines at the Chicago Exhibit, has engaged Rooms 440 and 446 at the Palmer House, Chicago, for his regular fall display. He will be there from October 10th to 30th, with all the newest fall samples recently imported by the concern.

"Jack" Rosetti, road representative for A. L. Tuska, will occupy Room 448, Palmer House, Chicago, from October 10th to 30th, where he will display his lines of Japanese wares.

Thomas B. Cannon, representing J. E. Caldwell & Co., Philadelphia, was in the New York market on the 1st. He said that on the 2nd he was moving into a new and spacious house on Drexel Hill, where he will have lots of room for his youngsters to disport themselves, both in the house and grounds. It is thirty-four years ago this month that "Tom" first was employed by Mr. Caldwell, but only two years since he joined the staff as china buyer.

Charles E. Cardon starts for Boston on Labor Day with a fine line of new samples from Graham & Zenger. Harold E. Hoertkorn has been on his territory in the far West for two weeks for the same firm.

M. S. Benford no longer finds the cognomen "wazes" an asset. The sale of cut glass vases is so limited these days that there are not enough to joke about. He finds the sale of decorated glassware more profitable and is in Boston this week with the Anchor Mfg. Co.'s line. He will be in Phiuadelphia next week.

E. A. Saxton, office manager for Frederick Skelton, has planned what may be termed a real vacation. Accompanied by his wife and daughter he sails on Saturday for Havana, Cuba, and from there he will take a trip through the Panama Canal to Los Angeles, Calif., from where he will return to New York by rail, the whole trip to consume six weeks.

J. W. Murray, of the Bison Decorating Co., Buffalo, was in town on Wednesday to see David L. and Charles L. Wise, who is responsible for the sale of the output of the factory. Before he returns they will most likely have evolved one or two startling novelies for 1926.

William Albert, manager for Charles H. Taylor, returned last Friday feeling equal to any emergency after a month's rest in Canada. Accompanied by his family he visited Parry Sound, Windemere on Lake Rosseau and Toronto. In the latter city he took the opportunity of calling on our old friend "Marc" Lester, publisher of the Canadian trade paper, *Pottery, Glass, Housefurnishings and Toys*. "Marc," he said, was in fine form as usual and is looking forward to a trip to New York soon.

"Sonny" Felker, for many years associated with the glass industry, received a warm welcome from the trade in New York during a ten days' trip he made here, primarily for the purpose of visiting with his old friends which are legion in the business. Mr. Felker now heads a concern in Pittsburgh, supplying sand and other supplies to the glass factories. He is hale and hearty at eighty years of age and it is always a real joy to his friends to see him. He returned to his home in Pittsburgh on Monday.

Henry Saul, of Rehberger & Saul, is in St. Paul, Minn., this week, displaying his goods, following his custom of being there during the State Fair Week.

Miss Novich, Waco, Tex., was placing orders for a general line of crockery and glass for Novich's during the week and is preparing for a good Fall business.

Among other Southerners in the New York market is W. P. Cart, Charleston, S. C., and with him the spirit of cheerfulness pervades.

John Skelton, associated with his brother, Frederick, manufacturers' agent, returned on Monday after vacationing for three weeks at Asbury Park, N. J.

The Copeland & Thompson, Inc., travelers are making active preparations this week for departures next week with the new sample lines in the well-known Copeland wares. W. J. Craig sometimes referred to as "Calgary Bill" has mapped out rather a strenuous campaign. He goes South to New Orleans, then west to California, then to Seattle and the Northwest and will be on the road until the early part of December. He starts out next Tuesday. On the same day Fred W. Cox will get away for a tour of New England and the Middle West. Later in the week "Sid" E. Thompson, of the firm, will hit the trail, his first stop being Boston. From here he will also make points in the Middle West.

Frank Carney and Martin Zolle, of the Lazarus & Rosenfeld travelers, will open up their line of samples at Young's Hotel, Boston, for a week before making other New England territory, which will keep them on the road altogether for three weeks.

H. P. Crosier, buyer for H. & W. B. Drew Co., Jacksonville, Fla., who is registered at the Prince George Hotel this week, while here placing orders for his firm, will leave for home on Saturday.

Lippincott Sales Force Now Out

Since the recent reorganization of the Lippincott Glass Co., Alexandria, Ind., things have been moving forward with the company at a rapid pace.

F. C. Terry the new president of the concern who has a very successful business record, says that his success in other fields has been due solely to his policy of, "service to the trade at any cost." That policy he says will be strictly adhered to in the conduct of the Lippincott company, and to that end the concern is installing the most modern equipment obtainable.

Production will be under the capable supervision of H. M. Anderson, vice-president of the concern who has had a wealth of experience in the manufacturing end of the business.

The concern will manufacture a line of the highest grade ware for table service and decorative purposes, with the aim to make the name Lippincott stand for the best to be had in glassware.

A complete line of samples are now on view at the company's salesroom at the Fourth National Bank Building, Cincinnati, O.

Their sales staff left for trips over their territories in August.

To Open China Store at Palm Beach

The trade will be surprised to learn that Franklin Le V. Jones, a partner in the business of Tice & Gates, Rochester, N. Y., as well as china and glassware buyer for the firm, has resigned from the concern, to open a china and glassware establishment on October 1st, at Palm Beach, Florida. Mr. Jones will still retain a part of his interest with Tice & Gates.

Neyhard Goes With C. H. Yeager Co.

It isn't often that a buyer is so redundant in news as C. W. Neyhard, who has just been appointed to take charge of the crockery, glass and housefurnishings departments for C. H. Yeager Co., Akron, O. These departments were formerly sub-let to the Geo. H. Bowman Co., Cleveland, O., but on October 1st, they will be taken over by the Yeager Co. The concern have made a wise selection in Mr. Neyhard to look after their interests. He has a wealth of experience and ability that gives him an unusually sound foundation for the work he is to undertake. Mr. Neyhard dates his initiation into the business to the time when he was employed by Wechsler & Abraham, Brooklyn, having been with this concern when it was changed over to Abraham & Straus. This was the time when L. Straus & Son controlled the crockery-glass department. Mr. Neyhard was also with Benden & Co., Brooklyn, for fourteen years, with Miller, Rhoades & Schwartz, Norfolk, Va., for ten years, and with Leopold Adler, Savanah, Ga., for two years. It was old Major Peter McNulty, who first engaged him to go with Wechsler & Abraham. This will recall old times to old timers. He was within an ace of engaging with A. D. Matthews, Brooklyn, and would have done so had not Mr. Patterson been away for the day and he applied to the other firm who preferred that he go with them instead of their rivals. In the new Yeager departments they propose to deal only in good medium and high priced goods and will also have an extensive gift department. The space devoted to

TELEPHONE WORTH 3110

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the departments is approximately 1,000 square feet and they anticipate doing $250,000 worth of business the first year. C. H. Yeager Co. are well known for their conservative method of doing business. The business which they originally bought from Dague Bros., has increased steadily under their management. There are still some of the old employees working with them when they took over with the business nearly twenty years ago. Yeager's run, or monthly $1.00 day sale, is one of the most successful things they do. On that day the business transacted is tremendous.

Globe China Co.'s New Pottery Running Successfully

The Globe China Co., of Cambridge, O., has made very rapid strides in their new pottery, the old home of the Guernsey brown and white cooking ware. It is a tremendous plant and lend itself admirably to the purposes to which Mr. Ahrendts is putting it.

The new patterns and shapes are now ready for inspection and great things are expected. Orders are already coming in in great volume and a very busy time can readily be counted on.

The very progressive methods of the management and the business like way with which each department is taken up forecasts satisfaction to all those with whom they do business.

There is a very efficient corps of factory hands, people experienced in all departments, and up-to-date facilities for turning out the right kind of ware at popular prices.

The designs are good, being along the prevalent vogue and will undoubtedly strike the buying public favorably.

Leipzig Fair Opens With Trading Brisk

Business men see reason for encouragement in the successful opening of the great Leipzig Fair, at Frankfort-on-the-Main. While the first day of the exposition served mainly to enable visitors to obtain valuable information as to the exhibits and prices, it is announced that business has been brisk and that transactions of considerable magnitude in the aggregate already have been closed.

The attendance at the fair last spring mounted to 180,000. The number of persons attending the present fair probably will not be so large because of the quieter conditions prevailing throughout the continent and in Germany. Economic changes in Germany are making themselves felt at Leipzig as well as elsewhere throughout the country.

Foreign buyers are at Leipzig in considerable numbers, but this class of attendance is not so large as it was last spring. The falling off in the number of buyers present is attributed to diminished purchasing power in several countries, particularly France.



WHAT THE POTTERIES ARE DOING



AFTER a year of intensified effort, during which time between 50 and 60 bodies were worked out, the E. M. Knowles China Co. has designed an ivory porcelain body for its new dinner shape that gives early promise of being one of the most attractive propositions ever placed on the market from this district. It was over a year ago when Ernest Goodwin began to design the new shape. While this was being done, the task of developing an ivory porcelain body was taken up. It has been but a month ago when the first pieces of the new body from the moulds of the new shape were ready for office inspection. Never before was more secrecy followed in creating a body and designing a dinner shape than in this instance. The modeling was done by Mr. Goodwin in a private room in the Knowles plant, while the developing of the ivory porcelain body was done in the laboratory of the plant. In developing this body the best possible materials obtainable were used. This made it possible to present a hard fired piece of ware. The shape, which has not been named, is unlike anything now on the market. It has a festoon edge, and an embossed effect, and the widest latitude is given for decorating. All hollow ware is cast, thereby eliminating weight. There is a marked absence of the yellowish tint which is so pronounced in many other ivory porcelain bodies, yet there is a contrast in color when a piece of the new shape is shown with an item from the "Mayflower" shape of this firm. In decorating this ware, only Roman gold is to be used. Quality production instead of quantity will predominate. There is also a positive absence of imitation of any other design of dinnerware now on the American market, which gives the retailer an exclusive talking point. The new shape will be made exclusively at the Chester, W. Va., plant. It is proposed to discontinue the "Hampton" shape. This plan will result in the Chester plant being closed for a limited period, in order that clay makers can begin making the new body, and then in regular order all other departments will begin work. Schedules have been so arranged that shipments of the new ivory porcelain shape will go forward in time for the holiday trade. A series of exclusive hand decorated designs will be used on this shape, although some exclusive decal treatments will also be injected into the assortment of decorations. Since the first pieces of this new shape have been shown, buyers have shown unusual interest in it, and the demand for controlled patterns is very pronounced. While it is the intent of the company to ship for the holiday trade, quantity production for first quarter delivery in 1926 is assured.

Announcement has been made of the appointment of F. A. Sander, Little Rock, Ark., as Southwestern representative for the Dresden Pottery Co., with Mr. Spindler, St. Paul, Minn., the representative for the Northwestern territory. The appointments have just been made by A. P. McPherson in charge of sales for this company.

F. A. Simmers, in charge of sales for the Hall China Co., is back at his desk, and will not likely start over his territory again until later in the month. "We're quite pleased with the receipt of new business, which is better now than for several months," Mr. Simmers declared.

A decided change for the better was noted in the local pottery district during the last week. This is especially true with those plants featuring open stock patterns, orders for these patterns being for volume instead of matchings, as has been the rule for some months. Department store buyers are being given more latitude in increasing their stocks, and the manufacturers are of the opinion that the trade as a whole will, within the next two weeks begin to anticipate their fall and holiday requirements in very liberal volume. A slight increase in production is also noticeable in some of the plants. This in turn means heavier shipping. Opinion prevails in a general way that the district as a whole will be working on a basis of about 80 per cent within the next few weeks, it being said that production is now about 70 per cent. Dinner sets are in fair movement, and demand for open stock patterns is increasing. White ware is moving along nominal lines for this season of the year. Many buyers are still interested in merchandise for special sales, although there is a tendency on the part of some of the trade to anticipate quantities of regular merchandise for fall and holiday stocks.

Fire last week destroyed the straw shed of the Thompson Pottery Co. causing a loss estimated at about $3,000 and destroying about 18 cars of baled straw. The cause of the fire has not been determined. This is the second time fire destroyed the straw shed at this plant in the last 18 months.

J. W. Irwin, of the Edwin M. Knowles offices has returned from New York, where he went to meet his daughter who returned from an extended European trip.

"Pete" Rinkin, buyer of dinnerware for the Boston Store, Chicago, was in the market last week, accompanied by his assistant, Miss Johnson.

About a dozen new and exclusive patterns will be shown by the Dresden Pottery on its "Apollo" shape for 1926 delivery, it was announced by A. P. McPherson, sales manager for this firm this week. Several "all over" treat-

(Continued on page 30)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



SEASONABLE activity continues to be reported by all flint glass manufacturers, and this is taken to indicate that fall buying is now in full swing. Buyers have begun to anticipate both fall and holiday requirements in rather liberal volume, and the policy of hand-to-mouth buying that has prevailed with some interests seems to have been eliminated. Factory production shows a steadiness that is in keeping with the season. With the summer vacation period closed the several factories are rapidly getting to a normal basis of operating. September shipping gives early promise of being one of the heaviest months of the year. Most all manufacturers received orders during July and August specifying September shipping dates, and these goods will go forward promptly as wanted. The decorated line of specialties and novelties continues to be in good request, while the blow and stem lines are moving out to both retail and wholesale distributing agencies in very liberal volume. The department store buyers have been active in placing their requirements for this line, and some rather good business has been booked by those manufacturers featuring blown ware.

Eastern glass salesmen have advised some offices of the intent of the Ross Stores, Inc., to establish another store to their chain, to be located at Lancaster, Pa., making the seventh store this company will control in this state. The store is expected to be opened for business on or about December 1st. There are 14 stores in the Ross chain.

At a meeting of the board of directors of the Hazel-Atlas Glass Co., held at Wheeling, August 25th, a cash dividend of 2 per cent was declared payable October 1st to stock of record as of September 19th. The company has been steady for years in the payment of quarterly dividends, which at this time is at the rate of 8 per cent annually.

The Board of Directors of the United States Glass Co., at its last meeting passed the quarterly dividends, with the announcement that profits would be put back into new equipment. This action of the board was not unexpected, as it has been known that it was the purpose of the directors to use certain of their earnings for factory betterments.

The new factory of the Cooperative Glass Co., Corydon, Ind., is now in full operation in the production of lamp chimneys, the output at this time having been worked up to 90,000 chimneys per week. The company is giving employment to about 100 people. This company was formerly in business at Mt. Vernon, Ind., and after its plant was destroyed by fire, a location at Corydon, Ind., was selected for its new plant.

With a capital stock of $25,000, the Moonglow Cut Glass Co. has been chartered at Columbus, O., and with principal offices and factory at Lancaster, O. The incorporators are G. E. Bloom, Thomas Poulos, R. M. Lucas, Daniel M. Shonting and Estelle M. Roberts. It is the purpose of the company to manufacture a general line of cut ware, and to place its line on the market at an early date.

According to reports received here, the plant of the West Coast Glass Co., Los Angeles, Calif., is working full time and on a capacity production. The company is manufacturing a general line of containers, the demand for which is declared to be heavier on the Pacific Coast this season than for some years.

Production in the blown ware department of the Economy Glass Co., at Morgantown, W. Va., was interfered with for a short season when some of the small help went on strike. Differences were soon adjusted, and the department continued after a day or two of inconvenience.

It is expected that on or before October 1st, at least 100 additional employees will have been added to the roster of the Dunbar Flint Glass Co., Dunbar, W. Va., which property is under the management of James M. Payne, Jr., and which interest recently acquired title to the property of the former Pennsylvania Glass Co. It is the purpose of the company to add a general line of decorated ware to its list; consisting of tumblers, vases and many other specialties. The Dunbar Flint Glass Co. began operation November 13, 1911, and in 1914 its capacity was doubled. Another addition was made to its holdings in 1919, and its recent purchase of the Pennsylgania Glass Co., gives its production a commanding position in the trade.

The buying trade here has been informed that the Bellaire, (O.) Enamel Co., has purchased the business, machines and dies of the Cleveland (O.) Stamping Co., and the business of the latter interest will be relocated at Bellaire within the next 30 days. A number of additional household utensils will be added to the line of the Bellaire Co., as a result of this deal.

It has been officially stated here that the Interstate Commerce Commission has suspended until December 19th the operation of certain schedules of various Southern railroads which proposed to revise upward the rates on glass and glassware in car lots from producing points in Oklahoma and Arkansas to New Orleans, Vicksburg, Miss., and other Southern terminals.

(Continued on page 30)

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Patterns in Hotel Ware to Be Seen in William G. Mueller's Show Rooms

I'VE wanted several times to tell you something about the new hotel department of William G. Mueller, Inc., 49 W. 23rd St., New York, and at last I can do so. There's plenty to say and A. G. Hallgren, who is in charge of this department, is just the man who can say it, especially just now when he is brimming over with enthusiasm over the new patterns which have just been received. There are two designs which impressed me as particularly interesting and attractive. One has a tiny black and gold fancy band about the edge. Just inside this is another wider band in which festoons of pink and yellow flowers and green leaves predominate. There are touches of lavender also, and here and there a medallion, shield shaped, in black and gold with laurel leaves. This is a most effective pattern and shows up well against the fine clear surface of the ware. Another design of quite a different character utilizes the Greek key design worked out in a narrow band in black and buff. Black hair lines finish this border, inside and out, and serve to accentuate it. Handles of the various pieces are elaborately traced, those of the shell pickles and shell ice creams being most interesting. Another interesting feature of this new group of hotel models is the samples of underglaze greens in bands and lines and borders, with and without crests. It is stated that the Heinrich factory, where this ware is made, is the only Bavarian factory making underglaze hotel ware. There are many other designs in solid colored bands and several prettily colored floral borders, one in delicate pastel shades. These new samples bear evidence of careful workmanship and attention to details. Six or seven different pieces are shown in the various patterns in order that the buyer may have an adequate idea of how the design will appear on the different pieces. No wonder Mr. Hallgren is enthusiastic. You'll agree when you see his display. Oh, another interesting feature which characterizes the hotel ware which Mr. Mueller is importing is the fact that he is making it possible to adapt several of the regular dinnerware designs to the hotel ware thus enlarging the number of designs from which one can choose. When one considers that the thirty-five or so new patterns are only the advance models and that many more are being worked out, one realizes that William G. Mueller, Inc., is doing it up right.

A Unique Flower Holder

The Louis Levien Sales Co., 24 West 23rd St., New York, are displaying an interesting and novel flower holder that takes the form of a representation of a bird cage made of reed, to hang flat against the wall. The celluloid bird



which perches quietly upon his ring is gaily hued and adds to the charm of the novelty. The receptacles, at either side of the cage, which usually are intended to hold seed and water are of metal, enameled in black and act as holders for flowers. The item is attractively gotten up and is bound to make an appeal to those who seek something odd and at the same time ornamental.

Many New Creations of Japanese Art Shown By Mogi, Momonoi & Co.

Mogi, Momonoi & Co., Inc., 10 E. 16th St., New York, choose their importations from Japan with much wisdom and a knowledge of the demands of the American market. They are showing many lovely things from across the seas, including landscapes, framed, which appear to be oil paintings but on closer inspection turn out to be needle work in silk, of exquisite skill and fineness. There are bronze birds and combination incense burners and lamp vases in bronze, large and ornate combining elephant heads with a pagoda. There are hanging wall pockets in combinations of lustre and raised birds and flowers, gaily colored and charming. New lustre teasets in impressive array present themselves in many attractive combinations. There is a footed tea set in tan lustre, with opalescent center and linings with an elaborate design in heavy raised gold. Another tea set in tan lustre is decorated with white hawthorne blossoms with black stems and narrow blue bands. Still another employs the daisy motif in black and white on a tan or blue lustre with narrow bands of blue or tan. A very beautiful pattern is a leaf and berry motif worked out in raised gold on tan lustre. These are all most effective, in the richness of their colorings and patterns.

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

PERHAPS because Labor Day is on the 7th this year, a large number of travelling salesmen arrived at Young's Hotel a week or more earlier. They included Herbert K. Connor, representing the Carrollton Pottery Co., who left last Friday for the Hotel McAlpin, New York; Clifford Ham, with Geo. Borgfeldt & Co.; V. D. Kinnan, with American Clay Products Co., Zanesville, O., who left last Saturday; Alec Fraser, representing the Beaver Valley Glass Co. and the H. C. Fry Glass Co., who opened Monday in Room 15. Rene Dunn, who arrived last Thursday and was to leave yesterday, representing E. Torlotting, Inc., with Gouda (Holland) vases and smoking sets, cased, etched and rock crystal goblets and decanters from the St. Louis Crystalleries, and Bohemian glass; William M. Taylor, with Percy Leyland, Inc., showing new patterns in English bone china made by George Jones & Sons, copper plate and underglaze patterns from the Newport Pottery and new Wedgwood designs; Arthur L. Blackmer, representing the Hunt Glass Works and Quaker City Cut Glass Co.; Frank W. Primrose with the Heinrich & Co., Winterling and other lines of William G. Mueller, Inc., and Walter T. Simmons, concluding his early fall trip with taffeta shades, featuring sand colors, made by the Maibrunn Co. Evidently there is going to be a lot of competition this autumn. Practically all the buyers and middlemen are back at work now and it seems as if there was never more good glass and china on the market at moderate prices.

H. T. Durgin, buyer for Gilchrist's, returned last week from his vacation at Hyannis on Cape Cod.

W. R. Amidon has moved his office from the fourth to the second floor, Room 207, at 99 Bedford St.

H. P. & H. F. Hunt Co. displayed this week for the first time a French line of fancy perfume bottles, of which they are sole New England agents. The bottles, very small and intended as favors, are in the form of parrots, cigarettes, keys, butterflies, fishes, flowers and fruits, with cages, cases, wings, leaves and stems to match. Lest the line sound too dainty, it includes a soap dog in a toy kennel.

The Club Aluminum Co. has leased the store at 215 Columbus Ave.

The Edgar B. Cole Co., Inc., department store, of Randolph, has a capital of $80,000. Its incorporators are Edna F. Cole and Edgar B. Cole of Randolph and Robert H. Fullerton of Brockton.

The Sailrite Model Yacht Co., Newton, has been incorporated with 300 no par value shares by W. Alden Edwards, Newton Center; Alfred M. Doerfler, West Medford, and Agnes T. Conroy, South Boston.

Among the new business establishments in Greater Boston are the Newton Glass Co., 302 Centre St., Newton; John Kilroy, Seminole Ave., Weymouth, variety store, and I. Colmes, jewelers, 357 Washington St.

OBITUARY

Gardner Brewer

Gardner Brewer, who died last week in Burlington, Vt., where he kept a china, glass and kitchen furnishings store for the last thirty-four years, began his apprenticeship in the trade as boy with the Horace Partridge Co. in Boston. After becoming salesman and buyer he was placed in charge of the New York office. Subsequently he started for himself the business in which his widow and son and daughter will continue to be actively engaged. His death was a shock to his many Boston friends and he was only about sixty years old.

Thomas L. Williams

Thomas L. Williams, for many years a jeweler in Quincy, died there on Aug. 21. He was born in Pengame, England, in 1850 and in 1872 came to Maine, where he learned watchmaking. He established his store in Quincy in 1887 and was noted both for his activity in civic affairs and as an inventor of artificial hands.

Isaac F. Stevens

Isaac Frank Stevens, head of the Maine Manufacturing Co., makers of refrigerators, died at his home in Nashua, N. H., on Aug. 21. He was born in Waterville, Me., sixty-six years ago and had been in business in Nashua since 1894.

Charles A. Green

Charles A. Green, treasurer of the Whitney Reed Corp., manufacturers of reed furniture, doll carriages and rocking horses, died at his home in Leominster on Aug. 25. He was born in Reading 63 years ago and was first with some reed manufacturers in Framingham, but about thirty years ago became superintendent of the Leominster concern.

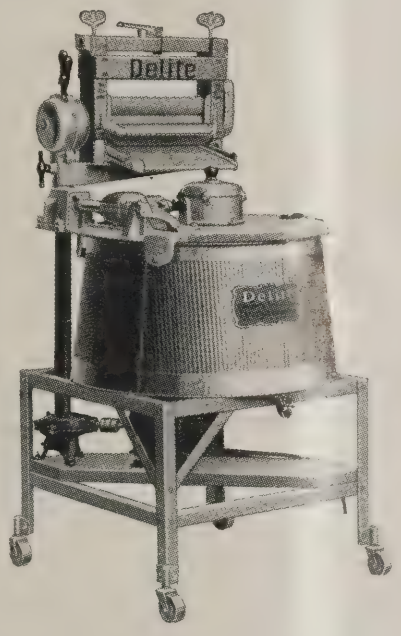
In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By Beatrice Miller Wisner

"Delite" Washer a Surprise in Efficiency

WOMEN who wish to husband their resources are looking for home equipment which will conserve time and labor. There is no more necessary household utility than the electric washer, but caution in procuring a good washer is the watchword of the prudent housewife. The "Delite" electric washer, manufactured by the Delite Mfg. Co., Bryan, O., is a tested product of acknowledged merit. This worthy washer is made of material which it is said has stood the acid test. The accompanying illustration shows the general appearance of the "Delite." The dolly method of water agitation has been perfected to the highest degree in the "Delite" and is responsible for the splendid results in washing clothes clean, which is the "Because" that sells this praiseworthy washer to critical women. The "Delite" is built on right principles—a machine of excellence from its large steel ball-bearing casters to the tip of the perfect wringer. The 20-oz. copper tub, tinned inside, polished and finished outside, with a capacity of eight or more sheets or equivalent and corrugated to give service, is all that skilled workmanship can accomplish. There is no heavy cylinder to lift out and clean in the tub and it is easily drained through a brass drain-cock fitted for hose connection at the bottom. The agitator of the "Delite" is all metal and it floats and is made especially for this washer. It makes a complete revolution back and forth 57 times a minute, and does not wind up the fabrics, but enables the user to wash one article or many if desired, with safety, dispatch and ease. The motor is of highest quality, full one-quarter horsepower, which assures surplus power to meet every emergency. The "Delite" has a power-driven wringer of latest ball-bearing type, which swings in a circle and operates in all positions, is easily controlled and equipped with instant roller release and other essential safety features. The frame of the "Delite" is made of heavy angle iron firmly braced and of attractive design. All working parts, gears, etc., are enclosed—a safety-first principle. This desirable electric washer is a delight to the housewife and its fine finish, firm construction, high efficiency and consistent price commends its value to discreet users.

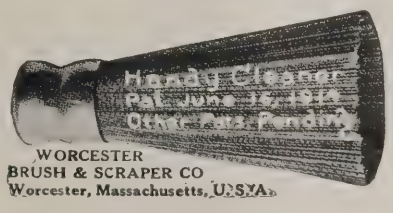


Room-Saving Furniture for Electrical Devices

In order to accommodate the many electric cooking devices which are constantly in daily use in the up-to-date home or apartment, attractive pieces of furniture have been conceived which will house and enclose all the necessary electrical appliances of the culinary department, making a complete invisible kitchen. The Space-Saving Furniture Co., 339 Fifth Ave., New York, have put on the market some superior designed cabinets with electrical connections, which combine a dining serving table and ornamental cabinet. When these pieces of furniture are open they disclose all the necessary electrical equipment, and also have sections for cups, saucers and cereal boxes. When closed they present an attractive piece of furniture which is an addition to interior furnishing. Many designs are offered by the company mentioned, including library tables, cabinets, tables for the sick room, desks and vanity stands. These beautiful pieces of furniture are equally well suited for gas or alcohol attachments, having white porcelain enameled steel interiors.

Handy Cleaner Brush of Excellent Construction

A new household brush has recently been placed on the market which is a revelation in the art of cleaning devices. This handy little utility is manufactured by the Worcester Brush & Scraper Co., 456 Park Ave., Worcester, Mass., and is designed to facilitate the work of pan cleaning, and the scouring of kitchen utensils in general. It will also clean wood, marble, metal, rubber, etc., with equal satisfaction. Women will quickly recognize the splendid efficiency of this little article in the daily round of household duties as its uses are legion. This excellent brush pictured herewith is made of sturdy wire, with firm metal top or handle which fits easily in the hand. It is a home necessity at modest price, always ready for immediate use, and being made in three sizes for home, automobile and painters' use, it becomes a real helpmate to layman or artisan alike.



CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

CHICAGO department stores are devoting large space in their daily advertisements to the pushing of pottery, glassware and household goods in preparation for the fall trade. Mandel Bros., holding a special sale of house furnishings announced a 20 per cent discount on all dinnerware. A 100 piece set of Johnson Bros., English semi-porcelain was boosted at $24.50. Limoges china sets at $55 and Czecho-Slovakian transparent dinner sets at $24.50 were featured. The same store had 20 per cent off on glassware, featuring wave optic stemware at $4.75 a dozen. An aquarium and stand for $3.50, smoker stands at $1, glass flowers in baskets at $1.95 and junior and bridge lamps at $13.50 and $7.95 were also featured. Old English pottery dinnerware sets at $12.98, thin crystal table glassware at 18 cents apiece and 15 piece imported cereal sets at $4.39 were largely advertised by the Boston Store. The Fair announced gas ranges, all white porcelain at $53.50 reduced from $85, and on a year's installments.

The retail department of Pitkin & Brooks are holding a September sale of dinnerware, service for 12 persons in imported china ware being advertised from $40 to $150. Acid encrusted gold dinner sets were very specially priced from $150 to $400. English semi-porcelain sets were pushed at from $40 to $75. At Carson, Pirie Scott's, a dinner service of semi-porcelain in three designs sold for $22.50, with breakfast sets of 32 pieces for $5.50. Colored glass sandwich trays at $1.25 each, glass salad plates at $7.50 and $8.50 the dozen and at $9, eighteen piece sets in glass, six goblets, sherbert glasses and places were also featured.

Friends in the trade have been congratulating J. S. ("Jack") Kennedy of the Roseville Pottery Co., on account of his wedding which was celebrated Sunday, August 23 in St. Louis. Mr. and Mrs. Kennedy have not definitely decided upon their plans as yet, but will probably make their home in Chicago.

Carson, Pirie, Scott & Co., wholesale and retail dry goods merchants of Chicago, have resorted to a freak and intermittent form of advertising—the sticker—to bring home to correspondents the wonders of Chicago. Bright and well printed in colors, these stickers tell of the city's greatness in markets, railroads, art, music, education and play facilities.

The Glass and Gift Association is the latest organization to join those which annually display their wares to the trade here. Glass, china, lamps, housefurnishings and allied articles will be displayed by this association next February. W. C. Owen, president, E. M. Meder, treasurer and Joseph Stein, secretary, are the officers.

The Eastern Manufacturers Association held a very successful midsummer show at the Morrison Hotel the end of July and the beginning of August. Only one manufacturer in each line was represented. This show will come also back again next February.

The Glass, Pottery, Lamp and Housefurnishing Association, through manufacturers agents will hold a display in their showrooms next February. This is called "Market Event."

The Gifts, Artware and Novelties Association, which displayed wares before a large attendance at the Hotel Sherman Aug. 1-6 will return in August next year.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars
Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone
Central 3497

IRA A. JONES CO.
9 North Wabash Avenue
Representing:

Pope-Gosser China Co.	Coshocton Glass Corp.
Seneca Glass Co.	H. E. Rainaud Co.
Susquehanna Cut Glass	Shepherd Co.
National Glass Novelty Co.	Wood-Art Co.
Quaker City Cut Glass Co.	Burke Studios
	Haven Company

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

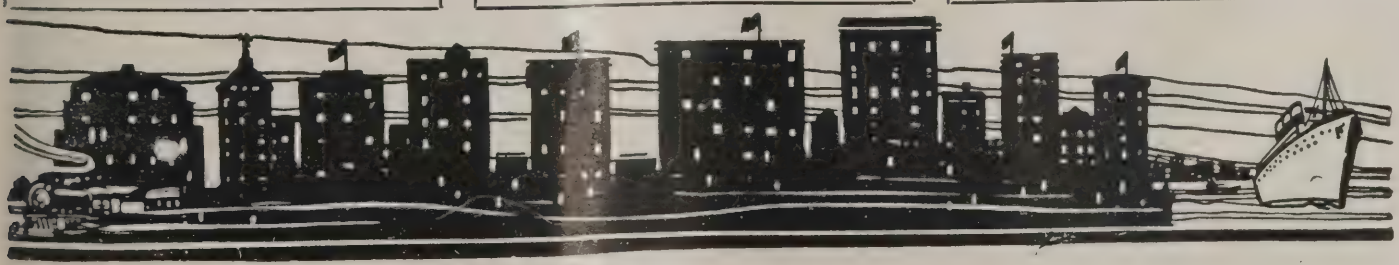
136 West Lake Street

MAKE THIS SPACE Sell Goods For You

For Rates
PHONE WABASH 860

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

FOR SALE

FOR SALE—One Pangborn sand blast table, Type L.D., size 84, serial 124209. Practically new and in first class condition. Can be bought at a bargain. Inquire, The Globe China Company, Cambridge, Ohio.

SALESMEN WANTED

SALESMEN WANTED to carry line of Pottery in New England, eastern New York and Pennsylvania, some of the Southern States, Indiana, Iowa, Missouri and Arkansas. A fine line, old established, and good proposition. State lines carried, territory covered, and class of trade you call on. Good commission promptly paid, and satisfied customers. Write Box 496, care of CROCKERY AND GLASS JOURNAL.

What the Potteries Are Doing

(*Continued from page 23*)

ments are to be featured, these being in Persian, Egyptian and Creton effects. A new pattern being featured on this shape now is a coin gold band and hair line effect, with a neat floral treatment in the centre of the flat pieces. Liberal specifications are being placed for this treatment in open stock.

The Keller Pottery Co., Norristown, Pa., has awarded a contract to the Auston Co., Cleveland, O., for the erection of its new plant at Norristown. The company has been operating a pottery at North Wales, Pa., for many years, and proposes to locate at Norristown.

An unusual incident in business ethics was reported in the district this week, when a dinnerware design, creatd by one concern was sold by the "decal" company making it to another manufacturer, and after proof sheets had been given the initial interest. "We're through with salesmen who 'pull' that sort of stuff," declared the company who conceived the design and intended to purchase several editions.

Some talk is heard here of the formation of a company to operate a pottery in the Boston, Mass., district, the product of which would be dairy mugs and other similar items. It is declared that an active demand prevails throughout the New England states for these items, and that no trouble in marketing the output of a small plant would be experienced.

Albert Pickin, representative for Palm Fletcher Co., in this district, who with his wife has been in Europe for several months, has returned to his office here.

John Rowe, formerly of this district, but who has been located in California for a number of years, and who initiated the scheme to erect a generalware pottery at Burbank, Calif., and who recently retired from that interest, has formed the Mission Pottery Co., Los Angeles, Calif., and is arranging to operate a four kiln shop for the manufacturing of dinnerware. It is planned to increase the capacity of the plant to a seven-kiln shop at an early date.

Glass Factory Activities

(*Continued from page 24*)

Announcement has been made that Harry G. Starr, for some years with the Kaufmann Department Stores, Inc., Pittsburgh, has resigned his position to become vice-president and general manager of the Diamond Bros. Co., Kansas City, Mo. The latter company will open a new department store in Kansas City on or about September 15th, it is said here.

George Cooke and David James, legal counsel for Myron E. Cole, trustee for the bondholders of the defunct Davies Glass & Mfg. Co., Martins Ferry, O., have filed a petition in the common pleas court, St. Clairsville, O., asking foreclosure of the mortgage given to secure $150,000 in bonds. The action was filed against the First National Bank, St. Clairsville, as trustee in bankruptcy. It is set up in the petition that the foreclosure and sale of the property under proper court order will be necessary to reimburse the purchasers of the bonds. The names of two firms are mentioned in the foreclosure petition as having claims against the company. It is likely the court will order a marshaling of liens and appraisement before a sale is ordered.

Reports are current at Bellaire, O., that negotiations are pending whereby the American Stamping and Enameling Co. may acquire control of the Novelty Stamping Co.

Managers of china and glass department stores have completed stock arrangements for their first fall sales. These departments are being favored with increased advertising space in local newspapers, and the results have been reflected in increased sales. The retail demand for both china and glass is declared to show an upward trend, although there is still a tendency upon some trade to purchase only immediate needs.

The death of James D. Wilson, at his home, Tarentum, Pa., removes from the trade one of the most likable characters. For many years before the old Tarentum Glass Co. dissolved, Mr. Wilson was treasurer of the National Association of Manufacturers of Pressed and Blown Glassware, and although he desired to retire from that office many times, his associates refused to permit his retirement. Funeral services were held at his late home Thursday, August 27th. Burial was made in the Tarentum cemetery.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
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AS THE EDITOR SEES IT

FALL BUSINESS

WITH vacations about at an end the trade is settling down at last and getting into stride for the fall and winter. Road men are packing their grips and starting out for their various territories. Everywhere about the trade one is greeted with a hustle and bustle that betokens something actively "doing." Show rooms are alive, buyers about, brimming with businesslike pep and enthusiasm. The salesmen now reflect a condition of high satisfaction over the splendid new samples they have to display. Everywhere things are looking up. One misses the doleful expressions and mournful shakes of the head and whispered "How do you find things. Pretty quiet, eh?" The summer lull is over and fall business beckons alluringly ahead in the crockery and glass fields.

HOW about business in general? Does it bear out our own attitude. One writer states that it is now taken as a foregone conclusion in most quarters, and probably correctly so, that business fairly generally is to enter the fall months in a condition of rather unusual activity and with excellent prospects of being able to maintain itself in good volume for some little time to come. Supporting evidence for such conclusions on the part of the rank and file of executives is strong. Reports of salesmen recently gathered in this city from the road, testimony of the managing authorities in most lines of business and of the banking community, dispatches from rural districts where crops have been or give good promise of being large, and most current business "indices" all combine to establish the fact that an excellent agricultural year and other factors have put new heart in industry and trade. All this, despite a few unfavorable factors about which not so much is heard, is now more or less beyond dispute. The leading question is: Are we likely to find it possible to proceed with the boom or near boom that appears now to be in the offing without laying up for ourselves a number of troubles that in the end may cost us fairly heavily?

THE answer to such a question depends naturally upon how wisely we manage our affairs during the next few months. It would be easy enough for us to permit conditions to arise that before they are through could deduct substantially from the gains to be had from a genuine business revival. Let there be no mistaking that fact. Much more difficult will it be for us to shape the course of events in a way such that there will be no "morning after." Still a great deal can be accomplished in this direction if only we give the matter serious and intelligent thought while there is yet time.

FOR one thing, we shall have to watch our price level with exceptional care. Values are still on the average well above the levels obtaining a year ago when they were high enough. For some time in the late summer a tendency toward another upward drive was easily to be seen. Fortunately more recently prices have apparently become more stable, and even with what is described as a rush of new buying, particularly in the South and West, a very substantial measure of price resistance is said to be felt at the present time. But, of course, the danger is not by any means past. Whenever demand begins to show signs of renewed vigor the temptation to mark up prices is strong and at the present time is successfully overcome only by reason of the keenest sort of competition.

Selling in a Commuters' Town

How One Merchant Builds Up His Trade and Keeps Customers Buying in Their Home Town

By Russell Raymond Voorhees

THERE are commuters' towns scattered all over the country, towns whose inhabitants work somewhere else. Like birds these commuters come home to roost and eat—sometimes. These towns have their quota of stores in most instances but getting business is much more of a problem than it is in other towns. The pull all seems to be away from the home town with the incentive to spend the money in the town where the employment is found. Just how these stores in commuters' towns get the business is a story that is interesting to others in the trade whether they are in commuters' towns or not.

Rutherford, N. J., is essentially a commuters' town. Men and women pour out of that town in the morning into New York and back again at night—bringing with them, frequently, the things that they need. Let's see just how the home town merchants push their business so as to keep as much of this business at home where it belongs as possible.

"The women in this town are shoppers and are always looking for bargains so the thing to do is to give them what they want," says W. E. Waller, proprietor of Waller's Department Store in discussing this commuters' town proposition. "They are familiar with the New York City stores where sales are always held so I have reached the conclusion that the only way to combat this out of town buying is to hold sales and give the people what they want. It is possible by means of the sales method to build up quite a satisfactory business. Of course the profit won't be as large as in more legitimate merchandising methods but it is the only way. It is a case of sales or going under as I see it.

"One advantage of the whole thing is that women do not know quality or values. They may think they do but they don't. For instance I bought some pressed glass berry dishes which we sold for around fifty cents. In the entire lot there was one that was cut glass. We told the people that there was one cut glass berry dish among the lot and that if they picked it out they could have it at the same price. The patterns were all the same so it was impossible to tell by the patterns. The cut glass dish remained until the very last although it was out with the rest all the time. Every woman thought she got the cut glass dish. They couldn't tell the difference, any of them.

"The thing to do in merchandising in a commuters' town where they think they get better values somewhere else is to get the crowds into the store, create excitement and give them the same sort of atmosphere that they are used to in New York. When you give them that they are happy and believe that they are getting some real bargains although they may be getting regular merchandise at regular prices.

"It seems that the people here want something different all the time. We have held several community sales ar they have been very successful. They were new to th people and they liked the idea of something new. reality they are no different from other sales except the name. Calling it a community sale took it out the commonplace and that was what made them successfu

"The people in a community like this are well educate and are fairly easy to do business with. Some of the are quite fussy but for the most part they are a goo class of people. Such being the case they are larg readers of the magazines and so know the well know brands of merchandise. I have found that it pays to carr these lines because they are less trouble to sell, give bett satisfaction and do away with any comeback on the sto should anything later prove unsatisfactory.

"We do no credit. The people here are fairly goo payers but when credit is extended they want lots of tim in which to settle.

"A general line of housefurnishings sell with aluminu ware by far leading the other items. We have sold a unusually large quantity of aluminum ware at a ver satisfactory profit. It seems that the people just tak to it and want it. Articles that are sold on installme terms such as vacuum cleaners, washing machines ar the like cannot be handled here at a profit at all. It seem that the public has come to expect to buy these things o terms and won't buy them in any other way. For thi reason we do not handle those things that run into mone because they cannot be sold except on terms.

"It seems to me that the best way to get the busine and keep it at home is to hold sales all the time, offerin housefurnishings to the mass of women, amid a scene o as much excitement as you can create. They will bu then. That is the only way. It's either that or nothing

That's the experience of a department store in sellin housefurnishings in a commuters town.

Cultivate the Salesmen

Salesmen on the road are usually walking compendiur of useful information. They gather news from one sour and another while making their calls and if buyers wou bear this in mind and make friendly approaches to t different salesmen as they call upon them, they wou often be the recipients of valuable tips that might be put very good use.

Buyers, seeking to better themselves, would be wise cultivating the friendship of the intelligent salesme Many a department manager is indebted to a salesma for an advantageous change. One comes to our mi while writing this item of a salesman who gave a friend tip to a buyer over a thousand miles away from a ci when a large department store manager was looking f



Albion
Cheshire

One of Maddock's new open stock patterns carried in New York for Ready Delivery.

MADDOCK & MILLER, Inc.
"The House of Stock"
MILLER-KUPPER BUILDING
39-41 WEST 23RD ST.
NEW YORK

a crockery, glass, housefurnishing and giftware buyer. This buyer made the application and landed the job.

In such cases buyers should not forget the salesman and all things being equal, he should at least give him a chance to bid on some of the goods that he will naturally buy.

Often a salesman through his acquaintance with other salesmen knows when special offers or new goods are being presented that a buyer may not know of and by being on intimate terms the salesman will gladly give him such "dope" or "put him wise" to many things of value to him, in his business.

British High School Teach Pottery

We learn that an exhibition of craft work by boys, which has just been concluded at the Leeds Central High School, England, created a good deal of interest in local circles. For some years the boys at this large municipal secondary school have been encouraged to exercise their creative skill in the painting of designs in color on pottery. But it is only this year that the work has attracted public notice. Although designing on pottery is but one form of craft work by which the boys are encouraged to exercise their creative skill, it is the one which has made the biggest appeal to the public taste. Perhaps this is because it lends itself to such delightful treatment both in variety and effect.

In Leeds the Central High School was a pioneer in introducing this particular form of craft work, and it is rather proud of the fact that it has been the means of helping other schools in the neighborhood to add pottery designing to the curricula of their art departments. The senior art master, Mr. N. Roxby Hall, has been kind enough to supply the following notes:—

Underglaze painting on white bisque ware is the most important craft taken in the Art Department at the Leeds Central High School. The ware is supplied by Clokie & Co., of Castleford, who also undertake the glazing and firing. Pottery painting of this kind is regarded in this school as supplying the best means of self-expression. Boys are encouraged to be perfectly free in their choice of color and pattern and in their style of decoration. A four months' course in design precedes the pottery work, and every opportunity is taken of seeing good examples of art. Over 400 pieces have been painted this year.

Some lustre decoration of china is fired in the Art Department in a muffl constructed for the purpose by the boys in the Manual Department.

Buyers in New York

SEPTEMBER 3, 1925

J. W. Waldorf, glassware, Hochschild, Kohn & Co., Baltimore, Md., 220 5th Ave. (F. Lilienthal & Co.).

SEPTEMBER 9, 1925

J. V. Mahan, toys, china, housewares, Brown & Hamilton Co., Newcastle, Pa., 120 W. 32d (A. Fantl).

C. W. Schaibley, house furnishings, kitchen utensils, Chas. H. Everly, Hagerstown, Md., Breslin.

Business Gaining

It is the practically general report that business eithe is gaining or gives promise of expansion in the autum according to R. G. Dun & Co.'s review of trade for th past week. The month now ending, which ordinarily an inactive period, brought a distinct advance in sever lines, and even the pending coal strike has not perceptibl affected sentiment. With constructive factors out-num bering adverse phases, cofidence is sustained. One of th most stimulating influences is the augmented buying pow of farmers in the West and the South, which is bein reflected both in an increased consumption of goods i rural sections and in large demands in some of the b manufacturing centers. The steel trade is benefiting fro the improved agricultural situation, extensive purchasin of material by implement makers being a feature, and th rate of mill operations has risen further, with new add tions to active capacity.

Not all industries show the same degree of progress, b favorable reports predominate and some of the statistic barometers that measure the volume of transactions a setting new high records.

A reflection of the approaching month-end banking r quirements appeared in the local call money rate. Noth ing in the present situation suggests the development actual stringency, but a continued firm undertone in tim money apparently is foreshadowed by the increasing d mands in connection with crop moving and business ex pansion.

Improvement in the late crops, except cotton in a fe sections, in trade buying and in production features th situation as August draws to a close, Bradstreet's say last week in the current review of business. On the oth hand, the long predicted anthracite coal strike, with 150,0 men involved, seems a certainty and there are a number small industrial disputes in evidence. Cheerfulness st dominates wholesale and jobbing trade as the autum season approaches, the consensus of opinion last wee being that the rapid maturing of the corn crop and th increased marketing of cotton are tending to stimula fall purchasing, although this is still deliberate and nothi of a hurried character is seen in the buying. Industri activity, likewise, tends to expand, but here also the pro ress making is conservative, both trade and industry sho ing the disposition to proceed with caution. Retail tra feels the effect of the advanced stage of summer purcha ing and is rather quieter than last week. Collections st show a relatively greater slowness than does trade.

In practically all lines of trade, industrial and in colle tions, however, there is continued practical agreement th conditions are well in advance of a year ago, although needs to be remembered that the improvement of la year was pretty well defined by the end of August owi to the steady rise of grain prices. In the textile distribu ing trades fall buying is fully fair, with silks and mixtur of silk in other goods still selling very well, woolen a worsted goods coming next and staple cottons bringing the rear. Styled goods of cotton manufacture predomi ate alike on the buying and productive side.

The Porzellanfabrik Schoenwald Bavaria

TRADE MARK

Manufacturers of

Low Priced Underglaze Bavarian Hotel China

in Colored Bands and Borders

have appointed us as their U. S. Representatives. We intend to market their ware for IMPORT ONLY and under territory reservations, through regular jobbing channels.

Most of the territory outside of the Pacific Coast States is still free.

We solicit your inquiry

B. Tomby & Company

20 West 23rd Street

New York City

CAUGHT IN THE NEWS NET

SAILING aboard the *Paris* last Saturday was Herman C. Kupper, the well-known importer who will be in Europe for two months visiting the various factories which he represents in this country. While away he will work upon many new ideas with the heads of the factories, for presentation in this market.

To have a trip planned, knowing that business is waiting to be garnered in, and not be able to start because business is so good in New York, is the quandary that Fred Reimer finds himself in, kind of being "torn by conflicting emotions." It's a repetition of the old story, "Nothing succeeds like success." It reminds one of the hotel man who advertised that his house was full every night and the fact that he did so made his prospective guests make reservations ahead and the consequence was that his advertisement created that very condition. When lines are popular everybody wants them and for that reason "Fred" is having difficulty in starting on his Western trip, but he proposes getting away next week.

There may be few who know that Samuel Hawkes, president of T. G. Hawkes & Co., glass specialists, Corning, N. Y., is a most ardent fisherman. Those who are fortunate enough to get him talking on the subject will learn some worth-while facts. He has an estate in Florida where he indulges his sporting spirit to its extreme. Next week he is going down and will be casting out in the deep for tarpon and other finny game of the ocean. To hear Mr. Hawkes describe the wonderful changes in the coloring of a dying porpoise is most interesting. It appears that when a porpoise is in its last dying gasps its skin undergoes marvelous changes in coloring, assuming the most gorgeous and delicate iridescence imaginable, such coloring that has never been caught yet by the glass making expert. It would seem that in its last efforts the porpoise is giving to the world the best it has.

Alec Hannau, who has been for some time connected with Gimbel Brothers (New York), china and glassware department has resigned his position with that concern and will, on Monday, take up his duties as buyer of china and glassware for the two stores of the Goerke Co., at Newark and Elizabeth, N. J.

Mortimer Schwarz, china and glassware buyer for the Golden Rule, St. Paul, Minn., leaves New York today (Thursday), after 10 days or so spent in the Metropolitan market. Somehow or other it strikes us that he was glad to be homeward bound.

A. D. Shaw, with A. J. Fondeville & Co., Inc., returned to New York Friday from his initial trip to Boston, Philadelphia and other Eastern cities, where, sponsored by E. Reiwald, he became acquainted with many of the trade. Mr. Reiwald, also returned to spend the holiday week end at home, but started out for his regular Western trip on Tuesday. Mr. Shaw will go South next Sunday for a short trip. This time he will go alone.

I. B. Cary, manager of Steuben Sales Division of the Corning Glass Works, Corning, N. Y., says that sales are being made in such volume that there will be a very busy factory in Corning for sometime to come, even if no more orders come in, but the indications point to an ever increasing demand for the beautiful glassware which follows none, but is a distinct type of its own.

Miss Margaret Miller and Mrs. L. C. Thompson, who conduct a china and glassware shop at Clearwater, Florida, are spending this week in the New York market placing orders for their Fall opening in October. The shop was opened about a year ago in small quarters, but succeeded so well that they have taken a much larger place.

Fred Beiswanger, who recently went with the H. C. Fry Glass Co., to cover middle western territory for the concern, was in New York for a brief visit on Wednesday, leaving the same night for the factory to attend a sales conference on Thursday. He is now making his headquarters in Chicago.

D. King Irwin, who has been vacationing with his family in Canada for a month, returned to his desk on Tuesday feeling greatly refreshed from the rest and appearing a few pounds heavier.

"Lou" Reizenstein arrived in New York last Thursday to display his newest samples in fine decorated glassware. He is showing his line as usual at 39-41 West 23rd St., in the rear of the main floor of the H. C. Kupper salesroom.

Kenneth P. Lockitt, traveling representative for the H. P. Sinclair line of glassware, has engaged a room at the Imperial Hotel, New York, where he will display his samples from September 21st for two weeks.

Percy N. Leyland, head of Percy N. Leyland, Inc., New York, importers, started last Sunday on an extended trip to the Coast with a fine new line of samples.

NORITAKE
M
JAPAN

"Noritake" Dinnerware

Import Line for 1926

WE are glad to announce the opening of the new Import line of Dinnerware for 1926 delivery.

Appreciating the popularity of the new patterns introduced last Fall for this year's delivery, we have bent all our efforts to add to the line new effects for next year that cannot help but more firmly establish the supremacy of the "Noritake" Dinnerware.

The majority of the new designs offered are at popular prices and are just the patterns you need to get the volume so necessary to make your Dinnerware business profitable.

This new line is now on display and we hope you will make an early effort to see it here or through our representatives, who are leaving shortly on their trips.

MORIMURA BROS., INC.

53-57 West 23d Street

New York, N. Y.

Salesmen for B. Tomby & Co., New York, started out for their respective territories on Saturday, "Joe" Offley is Southward bound, Richard Krautheim is following the time-worn admonition, "Go West, young man," and L. S. Zugsmith will tackle the "Yankees" in their native habitat.

"Business is splendid. Has been right along—and I am not just talking," said "Ben" Mehlmann, buyer of china and glass for the Herzfeld, Phillipson Co., Milwaukee, Wis. Mr. Mehlmann arrived in New York Wednesday on a 10 days' trip.

Miss Fuerst, with Lycette's, Baltimore, is in New York this week on a buying trip which will probably keep her here for several weeks longer.

One most encouraging sign noticeable in all sections of the crockery and glass district was the cheerfulness apparent on the countenances of salesmen and agents. When asked how business is, they all brighten up and say "fine," "we can't kick," "orders have been coming in well" and so on all down the line. Of course, one will find the "chronic kicker," but we always discount him.

James J. Temple, who carries with him many trunks of samples both imported and domestic, for Geo. H. Bowman Co., Cleveland, O., left on Wednesday for New England, after a most satisfactory few weeks displaying his line in New York.

George J. Higginson, with Johnson Bros., New York, is taking a month's vacation from the "daily round of irritating concerns and duties" of business.

E. Dolfinger, with J. Dolfinger & Co., Louisville, Ky., visited the New York market this week.

"Wally" Briggs, with Sibley, Lindsay & Curr Co., Rochester, N. Y., visited New York this week to look over the market.

Miss Lindquist, with J. B. Hudson & Co., Inc., has been in New York on a buying trip this week.

S. & H. Overcomes Salesmen's Difficulties

It would seem that Sperry & Hutchinson have solved the problem which confronts buyers for such firms and their relations to salesmen calling to solicit business.

If when calling on the above firm, a salesman hears a cheery feminine voice sing out "line forms this side, please," he will know that he must take his turn and that he can't force his way in front of some other knight of the grip who has been awaiting his turn. No matter how important he thinks he is, he is not more so in this bright young lady's twinkling eyes than the youngest salesman on the road who came before you did.

Miss Ruth Frances Phillips, by title, "Information Directress," is in fact, directress and is full of information. She is what might be termed the liaison officer between the salesman and the buyer, and if the salesman has any chance of seeing the particular buyer, presiding over the class of goods he sells, she will tell him as soon as she can be connected with his telephone. There is no waiting. If there is no chance, she will not only tell the salesman, but give him the reason that Mr. ———— cannot see him, and will either make an appointment for him, or tell him when he can most likely see his buyer.

There are some twenty or more telephone connections with as many sales departments and Miss Phillips knows the standing of each manager. If the salesman calls, in two or three minutes he knows his fate, he either sees his man or goes on his way without waiting, but he certainly goes away in good temper whether he sees his man or not. Miss Phillips interviews sixty or seventy salesmen a day.

Pitcairn to Be Host to Golfers

Wm. S. Pitcairn has arranged for the September Tournament of the Pottery, Glass & Brass Golf Association at the Essex County Country Club, West Orange, N. J., for Thursday, 17th inst.

Essex County, with its two courses has always been a favorite with our members and a large attendance is expected.

Trains leave Hoboken at 8:20 and 9:00 A. M. and 12:28 P. M., Daylight Saving Time.

Buy tickets for Orange. Automobiles will meet train leaving Hoboken at 8:20 A. M.

Those intending to be present should notify the secretary, L. S. Owen, 126 Fifth Ave., at once.

H. T. Houston Buyer for Abraham & Straus

The position of buyer of china and glassware for Abraham & Straus, Brooklyn, N. Y., which has been vacant for several weeks, has been taken by H. T. Houston. Mr. Houston, who assumed his new duties on Tuesday of this week, comes to New York from Canada where for the past twelve years he has been china and glassware buyer for The Robert Simpson Co., Toronto, one of the largest department stores in Canada. Previously he was with W. G. Reid & Co., London, Ontario, wholesalers in china and glass. Mr. Houston's former successful experience has fitted him admirably for his new work and his genial personality and the enthusiasm and intelligent point of view with which he is entering upon his duties will doubtless earn for him a full measure of success in the "States."

Arrange Chemical Exposition Program

The program of speakers for the intensive one-week course in chemical engineering fundamentals for college students, to be held in conjunction with the Tenth Exposition of Chemical Industries, Sept. 28th to Oct. 3rd at the Grand Central Palace, New York, is gradually nearing completion. Some of the leading authorities in

(*Continued on page 23*)

Selling fewer pieces of better china

J·McD·&·S

Open Stock
Glassware
Dinnerware

Fancy Goods
Pottery

OPEN Stock Dinnerware should raise the china standards of your customers and bring you increased business.

Most people plan to spend a definite sum for new china and intend to get a fairly large number of pieces at that price.

A few questions as to the size of the family and its needs often make it possible for a salesman to suggest fewer pieces of a better pattern at the same price.

The customer has better merchandise, and you have opened the door to more business, for she will come back for additional pieces as she needs and can afford them.

The customer who comes back again and again is the one most profitable for you.

We have learned from the experiences of our customers many splendid ways to display merchandise and sell china. We shall be glad to help you in any way we can if you will write us of your problems.

Jones, McDuffee & Stratton

CORPORATION

Established 1810

Direct Importers and Distributors of Crockery, China and Glass

25-39 Franklin Street, Boston

Zimmer & Schmidt

Gablonz, O/N
Bohemia, Czecho-Slovakia

We Specialize in:

Salt and Pepper Shakers
also
Mustards, Open Salts
Knife Rests, Condiment Sets
etc., etc.

Gilt Mounted Atomizers
for
Perfumery Departments

Smith Ceramic Studios, Inc.
901-9 Monroe Ave., Rochester, N. Y.

Originators of
Unusual Creations in Decorated China and Glassware

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Display at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York

Nathan-Dohrmann Celebrate 75th Anniversary

Coincident with California's "Diamond Jubilee" of its admission to the Union as a state, which is being held this week, Nathan-Dohrmann Co. is celebrating its 75th year of existence as one of San Francisco's substantial business institutions. It is a far cry from their present Geary and Stockton Streets store, which has just been formally reopened after considerable alteration and improvement, to the humble beginning that represented the first crockery business of the Pacific Coast in 1850, in a small store at Commercial and Kearny Streets with a stock selected with deference to the needs of the hardy miners of that period.

Through three successive ownerships that store became the sole property of B. Nathan and some five years later Frederick W. Dohrmann joined him in partnership under the firm name of B. Nathan & Co.

Healthy business growth making more commodious quarters necessary, the firm moved to the Southeast corner of Kearny and Sacramento Streets. Later another move was made to 128-130 Sutter Street, when as Nathan-Dohrmann Co. the firm's name commenced to stand out in bold capitals in San Francisco's business history.

In a city where for so many years his name was a symbol of progress, integrity and civic achievement, it can easily be realized that on entering the commercial field of the community as a crockery merchant, Frederick W. Dohrmann with rare insight, had already envisioned in the crude young western town the San Francisco that was to be and with unswerving faith in her future, he brought to his new undertaking his sterling qualities of indomitable energy, perseverence under difficulties, sound judgment, lofty business ideals and unbounded enthusiasm in making the organization he had sponsored worthy of a foremost place on San Francisco's commercial roster. In these ambitions he was ably seconded by his sister, Mrs. B. Paulsen, who later became an active partner in the concern. At the period of her advent into the business world, woman was by no means the recognized commercial factor that she is at the present time. Possessed of unusual ability and sound business acumen, Mrs. Paulsen almost from the first became an outstanding figure not only of the Nathan-Dohrmann Co. but like her brother, a supporter of every cause for advancement in commercial affairs, and likewise in the educational, charitable, civic and social upbuilding of the city they loved.

Under their able management the business attained a growth that has won for it a place second to none of its kind on the Pacific Coast, if indeed, in the United States.

From the Nathan-Dohrmann Co. sprang the Dohrmann Commercial Co. which handles the extensive buying and operates the following stores: Nathan-Dohrmann Co., San Francisco; Parmelee-Dohrmann Co., Los Angeles; Stahel-Dohrmann Co., San Diego; Trinkler-Dohrmann Co., San Jose; Yost-Dohrmann Co., Stockton., and eleven other affiliated merchandising organizations extending from Oregon to Southern California and the territory of Hawaii. Included also among these are the Dohrmann Hotel Supply Co., San Francisco; Pacific Housewares Co., San Francisco, and the Dohrmann Hotel Supply Co., Oakland and Portland.

As a fitting San Francisco monument to its founders this big, beautiful store—recently re-designed, enlarged and completely furnished and fitted with the most modern fixtures—has become the Mecca of the housekeeper, the home-maker and every lover of interior ornamental and practical equipment for the home.

Announcement has been received here that Harold Bopp, a graduate of the Ceramic Department of the University of Illinois, has been made assistant to Chief Chemist Koenig, of the Haeger Potteries Co., East Dundee, Ill. It is also said here that the demand for research men in the whiteware industry at the present time is greater than the supply.

Shanghai Pattern



ILLUSTRATING one of Spode's charming China Dinnerware patterns, painted in warm red, green and orange enamel colors on Hamburg Shape, edge in burnished gold. This gives a charming old Spode feeling.

Full Dinnerware stock carried in New York.

Send for samples and prices

Copeland & Thompson, Inc.

206 FIFTH AVENUE -:- NEW YORK



Narcissus Paperwhite growing in Pebbles

NARCISSUS

PAPER WHITE GRANDIFLORA

True Grandiflora Type

ARE HERE

		Per 1000
12-15 ctm.	1250 bulbs per case	$12.00
13-15 ctm.	1250 " " "	17.50
14-16 ctm.	1000 " " "	19.00
15-17 ctm.	800 " " "	20.00

The above prices are F.O.B. New York, packed in regular standard cases and we can make immediate delivery in any quantity desired at the above prices. We specially recommend the two larger sizes for Bowl-Pebble culture. We can also furnish a high grade Pearl Pebble in neat card-board packages of 1 lb. each packed in cartons of 36 packages at the special price of 10c per package. Retails for 25c.

AMERICAN BULB COMPANY

No. 6 MURRAY STREET
NEW YORK CITY

Write for our general catalogue, Seeds, Plants, Bulbs!



WHAT THE POTTERIES ARE DOING



CONSOLIDATION of the business of the Saxon China Co. with that of the French China Co., and also that of the Strong Manufacturing Co., the latter manufacturing enamel specialties, will be completed within a few days, it was officially announced at Sebring, O., this week. The three plants are located in Sebring. A meeting of the stockholders of the Saxon China Co. was scheduled for Tuesday for the purpose of ratifying the action of the board of directors, agreeing to the transfer of the stock of the Saxon Co. to the French China Co. O. H. Sebring is the head of the French China Co. and also of the Strong Manufacturing Co. The latter interest was taken over by Mr. Sebring a few years ago. The Saxon China Co. was acquired not so long ago by E. H. Sebring, who is the head of the E. H. Sebring China Co., Sebring. The French China Co.'s plant was one of the earliest constructed potteries in Sebring, while the plant of the Saxon China Co. was the last pottery to be erected there. The plant of the Strong Enamel Co. was one of the newer industries located in Sebring, and after successful operation for several years control of the business was acquired by O. H. Sebring. By the merging of the Saxon with the French China Co. the latter will have an added kiln output, and will give the French China Co. a commanding position in the generalware pottery industry.

Unless there is a change in the present situation, it is reasonable to believe that about six new dinner shapes will be placed on the market for 1926 delivery. Two of these have already been announced by the Edwin M. Knowles China Co. and another by the Taylor, Smith & Taylor Co. The Dresden Pottery Co. is showing a new shape, and it is now declared that several other manufacturers are making plans to place new shapes on the market for 1926 delivery. All of these new shapes will be featured by exclusive treatments, and many of these patterns have already been ordered, with more to be secured. The new patterns will lean strongly to borders, although a number of new spray designs will also be included in the line of all the new shapes.

A continued steadiness in the receipt of new business was reported by the manufacturers throughout the district this week. The receipt of this business is not from any particular territory, but the demand for fall merchandise seems to be general throughout the country. The larger department stores are no longer ordering "matchings" only, but their specifications for open stock patterns shows a steady increase in volume. This is taken to mean that the distributors anticipate a healthy demand for domestic dinnerware during the fall and holiday seasons. Dinner sets are also in better request than was experienced during the summer months. Furniture stores are buying in more liberal volume, although this class of distribution was declared to be exceptionally dull during the last three months. Mail order houses are also buying sets in better volume, which is taken to mean that their distribution shows a wider latitude. Plain white ware is in nominal demand for this season of the year, although the jobbing interests are showing more interest in this class of merchandise just at this time.

It is interesting to note that some of the generalware manufacturers here are beginning to receive some nice dinnerware business from Florida distributors. Letters received from Florida buyers make note of the thought that the best season ever known in that State is being anticipated by all distributors, and they are ordering rather liberal stock with this thought in mind. Business from the Miami, Fla., territory is showing larger volume, and some of the buyers want prompt deliveries. Those stores featuring pottery and glass lines are planning to increase their departments, and this in turn means the carrying of larger and more varied stocks.

The new plant of the Steubenville (O.) Pottery Co., built on a site overlooking the Ohio river between Steubenville and Toronto, O., and at a cost of over $75,000 will be placed in operation within the next few weeks, according to the plans of President Harry D. Wintringer. The company has awarded the contract for the construction of 100 new homes for its employes, and a new town is to be established in the immediate vicinity of the plant. The location of the plant and new town is on Intercounty Highway Route No. 7, of Ohio, which extends up the Ohio Valley from Cincinnati to East Liverpool, thence north through Youngstown to Ashtabula, O. The old plant of this company at Steubenville is to be razed and the site will be taken over by the Pennsylvania Railroad Co. for freight terminal purposes.

During July and August the majority of the generalware manufacturers here received specifications for September delivery, and these goods have started to go forward. It was declared here this week that the shipping records for the month will touch a new high peak for the first nine months of the year. Some of the smaller plant owners announced this week that their shipments for the month would range from $10,000 to $20,000 over the best previous month of the year, and that October shipping records would very likely exceed the September figures. Some October business is also ready on the books, and more such business is in almost daily receipt. As a result, the production of the majority of the potteries in the

(Continued on page 30)

Chemical Exposition Program

(*Continued from page 18*)

their respective fields in the chemical industry and associated groups, will lecture at the Students' Course at the Chemical Exposition.

Three general addresses on the chemical industry, chemistry in all industry, and the buying and selling of chemicals will be given. Dr. Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers Association will speak on "The American Chemical Industry;" Dr. Arthur D. Little on "The Application of Chemistry to Industry;" Williams Haynes on "Buying and Selling the Products of Chemistry."

Among the addresses on special phases of chemical engineering practice which will be given are the following: "Handling of Materials—Intraplant Transportation," by A. E. Marshall of the Corning Glass Works; "Ceramics in the Chemical Plant," by Ross C. Purdy, secretary of the American Ceramic Society; "Pyrex Glass," by A. E. Marshall of the Corning Glass Works.

The speakers scheduled thus far represent about half of the finished program for the Students' Course, it being planned to add almost an equal number of additional well-known speakers before completion of the full program. A number of leading engineers have been scheduled tentatively, and definite announcement of their addition to the program will be made later. The course is open to all college students in chemistry or chemical engineering, or others in the industry who desire to go over a one week's course in the fundamentals of chemical engineering. Lectures will be held each morning of the Exposition at the Grand Central Palace.

No charge is made to those who attend.

Reports on July Glassware Exports

Reports of the Department of Commerce, through the Department of Foreign and Domestic Commerce, on domestic exports of glassware, table and other, for lighting purposes from the United States show an increase over those of June. Exports for the month of July are as follows:

Countries	Table Glassware Plain Dollars	Table and other Glassware, Cut or Engraved Dollars	Lamps and other Illuminating Devices, Chiefly of Glass Dollars	Glassware, N. E. S. Dollars
Azores & Mad. Is	—	—	—	—
Belgium	—	—	—	—
Denmark	—	—	141	—
France	—	—	—	—
Germany	35	1,164	—	1,545
Gibraltar	47	—	—	—
Greece	—	—	—	—
Italy	—	466	—	—
Netherlands	—	—	—	—
Portugal	—	—	—	—
Rumania	—	—	—	12
Russia in Europe	—	—	—	65
Spain	—	—	—	16
Sweden	—	—	10	339
Switzerland	—	—	—	—
Irish Free State	—	—	—	—
United Kingdom	8,891	—	1,716	1,680
Canada	30,168	6,209	5,262	57,747
British Honduras	41	—	—	60
Costa Rica	549	—	—	6
Guatemala	1,528	—	15	117
Honduras	485	86	—	152
Nicaragua	1,774	60	18	352
Panama	3,210	110	123	1,507
Salvador	—	—	—	121
Mexico	17,899	592	2,305	5,437
Newfoundland & Lab	—	—	45	98
Bermuda	165	141	35	46
Barbados	41	—	—	—
Jamaica	157	—	76	460
Trinidad and Tobago	14	—	118	230
Other Brit. West Ind	305	—	77	150
Cuba	42,142	857	988	4,223
Dominican Republic	781	98	267	536
Dutch West Indies	31	—	118	15
Haiti	185	—	148	151
Virgin Is. of U. S.	82	—	—	34
Argentina	3,755	—	147	639
Bolivia	1,930	—	—	214
Brazil	947	246	309	942
Chile	532	—	—	10,340
Colombia	3,461	413	194	2,269
Ecuador	379	1,419	—	37
British Guiana	83	—	—	—
Dutch Guiana	—	—	—	—
French Guiana	—	—	25	—
Peru	626	—	79	704
Uruguay	—	—	—	234
Venezuela	990	—	122	1,299
Aden	—	—	—	—
British India	—	—	331	523
Straits Settlements	21	—	—	—
China	2,342	—	—	96
Chosen	—	—	—	27
Java and Madura	—	—	—	—
Other Dutch East Ind.	—	—	—	910
Hejaz, Arabia & Mes	—	—	—	—
Hongkong	1,210	2,608	—	—
Japan	—	—	—	320
Kwantung	—	—	—	31
Philippine Islands	3,168	1,211	—	253
Siam	—	—	—	—
Australia	37,214	598	3,572	2,729
British Oceania	63	—	14	10
French Oceania	38	—	88	—
New Zealand	5,347	—	—	184
Other Oceania	—	—	148	—
Belgian Kongo	—	—	—	12
British West Africa	—	—	493	34
British South Africa	2,676	631	—	29
British East Africa	—	—	—	—
Egypt	—	—	—	—
Other French Africa	—	—	29	—
Morocco	—	—	—	30
Portugese East Africa	57	—	—	—
Total	173,369	16,909	17,013	96,965

The Glass Industry in Germany

The general outlook in the German glass industry, especially in the hollowware branch, which is now reduced to relying upon exportation, depends entirely upon the result of the negotiations in connection with the new treaties of commerce, according to The Pottery Gazette. Sales in the home market, which consisted mostly of plate and window glass, have shown a certain tendency to a revival. Fairly large orders for table glass have also been reported, but it is feared that a great many of these orders (especially future deliveries) will be cancelled, because the various building schemes proposed, which necessitated the placing of large orders, can hardly be all actually realized.

Reports from Northern Bavaria state that, in the plate glass industry, competition has again been hampered by an increase in wages, which will assist Belgium and Bohemia in producing more cheaply than Bavarian glass factories.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



WITH buying interests "letting out" a few notches, sales managers of flint glass factories announce that a decided improvement in trade is noticeable. The conservative spirit which characterized the buying during the last four months is slowly but gradually disappearing, and the point has not been reached where purchasing interests are interested in obtaining reasonable volume of merchandise for September and October delivery. Within the last week some of the larger interests have placed orders for October and November delivery, this being the attitude of both the retail and the jobbing trade. September shipments give early promise of being much larger than any month since March last. In fact it was said here this week that some flint factories shipped considerably more merchandise the first week this month than for the corresponding week in August. Blown and stemware is in very good demand, and considerable activity is noticeable in the demand for these items. Decorated blown ware is declared to be in good movement. Decorated specialties are also in much better request, and the factories featuring these lines are quite active. An increase is also reported in the demand for lighting goods, but it is said these increased specifications are seasonable, the approach of fall always showing a rather good demand for the entire line. Table glassware is in from fair to good demand. Assortments are selling better, and the demand for the latter from the large mail order houses shows a decided improvement.

The flint glass trade as a whole, and especially those interests who are favored with business from the larger mail order houses, were interested in the opening last week of the new retail stores at Kansas City, Mo., of Sears-Roebuck Co., and also Montgomery Ward's new store. The new Sears Roebuck store is under the management of J. B. Powers, and the display of glassware and lighting fixtures is said to have featured many lines produced in this territory. At the Montgomery Ward store, should a customer be unable to find at retail what is described in their catalogue, delivery of that item is guaranteed within 20 minutes from their Kansas City wholesale plant. Both glassware and dinnerware are being featured in a special department in this store.

September buying of glassware and dinnerware in local department stores showed some real activity during the first week of the month. Seasonable merchandise was in rather good demand, and there was some inquiry noted for the specialty lines. It is the opinion of the buyers of these departments that weekly increases in business will be disclosed until the height of the holiday season. Department managers have been buying holiday stocks, and so far as domestic lines are concerned more or less advance business has been placed. In the lighting goods section, an increase in sales is noted. Popular priced lines of portables are in very fair movement. Boudoir lamps are also in demand, and some of the departments have been making a feature of this item.

Business with the Belmont Tumbler Co., Bellaire, O., continues quite active, and production is being kept up to the standard of this factory. Extra turns have been employed from time to time, and it is declared by the management that the turn of the business road has been reached, and that active production in all departments will continue throughout the balance of the season.

Continuing its policy of producing lines that will result in popular demand, the United States Glass Co., this season, has been quite active in this direction. The "States" has, during the past months placed a number of new creations in glassware on the market, and these have had an active sale wherever shown. One of the most recent offerings of this company is their new vanity dresser set, which is to be had in four different colors of glass. The item is now on display in all resident sample rooms, and is also being shown by the entire traveling force.

During the fall meeting of the American Ceramic Society, scheduled to be held in New York in connection with the Chemical Exposition, which opens Sept. 28th, Prof. Alexander Silverman, who is noted for his research work in the glass field, and a resident of Pittsburgh, Pa., will address the society. His subject has not been announced. E. Ward Tillotson, president of the society and also with the Melon Institute at Pittsburgh, will also speak.

The news has been received by the trade here of the formation at Chartley, Mass., of the J. R. Kilburn Glass Co., with a capital stock of $50,000. The concern will do a manufacturing business.

Announcement has been made here that the Weston Glass Co., Weston, W. Va., has closed a contract with the Libbey Glass Co., Toledo, O., where by the latter interest has contracted for the shipment of one-third of the product of the Weston plant. The Weston Co. has been active for some years in the production of jellies, tumblers, goblets and other containers.

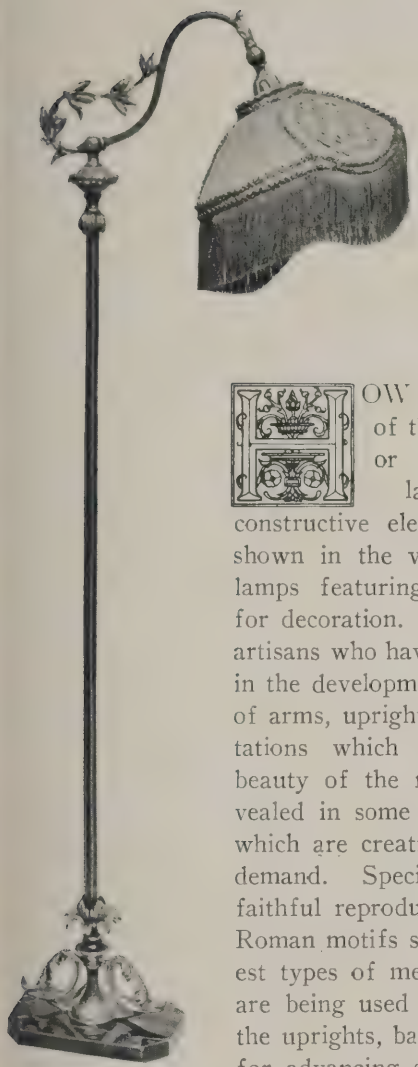
A petition has been filed in the courts of Westmoreland County, Pa., praying for an order of dissolution for the Masontown (Pa.) Glass Co. The petition will be for hearing during the September term of court.

(Continued on page 30)

Art in Lamp Making

The Style of Modern Metal, Bridge or Floor Lamp Is Influenced by Ornamentations of Arms, Bases and Uprights

By Beatrice Miller Wisner



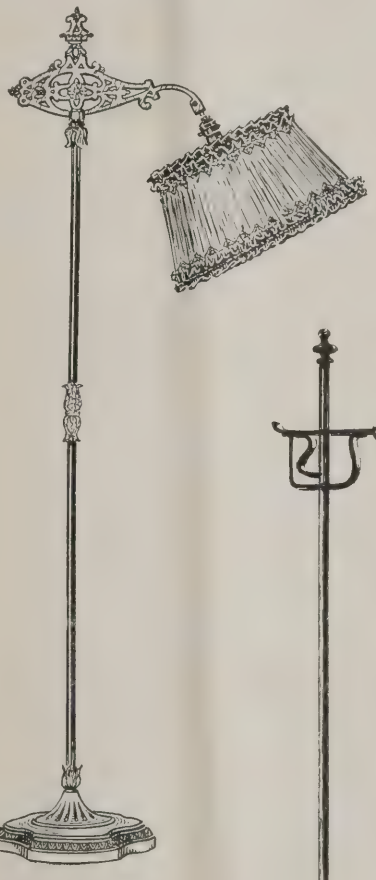
Courtesy of Lightolier Co., 569 B'way, New York.

HOW much of the success of the wrought iron, brass or other metal bridge lamp depends upon the constructive element of its parts, is shown in the various types of these lamps featuring metal reproductions for decoration. The careful study of artisans who have put their best efforts in the development of the artistic side of arms, uprights and metal ornamentations which constitute the whole beauty of the metal standard, is revealed in some of the newest models which are creating wide and growing demand. Special designs employing faithful reproductions of Spanish and Roman motifs springing from the finest types of metal Renaissance work, are being used with artistic effect on the uprights, bases and arms of lamps for advancing seasons.

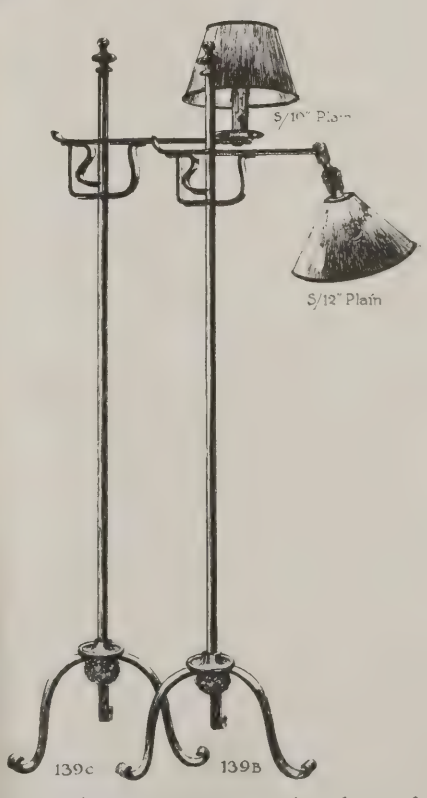
The fanciful designs in scroll and twisted effects, which are the principle and most noticeable features of the lamp proper, with the addition of gold leaf or colored ornaments, employing Venetian finish, lend beauty to the ensemble of the truly American type standing lamp. Early American and ancient European period metal reproductions, which might date back to the gates of old monesteries, prisons, English signposts, Venetian hallways and entrances, where many of the most beautiful examples of scroll work is to be found, have lent to the modern American-made metal lamp a note of distinction which is interesting from a historical standpoint, as well as from the artistic feature of its decorations. It is these elements which have established the regal appearance of the metal torchier, bridge and floor lamp of today.

Ornamentation of metal lamps might seem of small value to the layman, but artists who are working out their highest aims in drafting patterns know how important are the seemingly trivial metal parts which constitute the beauty of the wrought iron, brass or ornate floor, bridge or junior lamp.

While the earliest types of metal lamps were of simple form and construction, often being merely bowls, as the lamp industry has progressed there is found more and more ornamentation required, for the modernly manufactured lamps are not merely useful additions to the home or large institution, but also ornamental objects to enhance the beauty of interiors, harmonizing with hangings, woodwork, etc. In some collections of ancient lamps there is demonstrated fine scroll work and motifs, mostly of ecclesiastical or medieval temperament and unless of very early origin, there seems to be some beauty in the formation and decoration of the really antique lamp, as noted in some finds, even as far back as the ninth century A.D., which were used in upper Egypt. These were of bronze, encrusted with a grey-green effect, and having graceful handles.



Lamp below shown by courtesy of John B. Salterini, 35-37 W. 23rd St., New York.



Lamp above shown by courtesy of Wm. R. Noe, 43 E. 10th St., New York.

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THOUSANDS of people patronized the china and glass departments of Boston department stores last Saturday afternoon, when the self-imposed summer ban was lifted. Doubtless it was a crowd considerably different from the week-day crowd. Even supposing the crowd was mainly bent on sightseeing, which was obviously far from the fact, the stores must have been gratified to have their new merchandise inspected. In one store more than a hundred persons were on the china, glass and lamps floor at one time; in another they were bunched about the glass counter; elsewhere they were correspondingly numerous; in one out-of-the-way store bunches of people came in, and they flocked in and out of the jewelry stores. Numerous instances of merchandise moving and re-orders being made might be quoted for the week before Labor Day. The illusion may fairly be dispelled that it is merely to sell clothing that the stores keep open this time of year. The strictly china and glass houses, however, remained on the summer schedule.

The September survey of the Boston Federal Reserve Bank says that in July New England mills consumed more cotton and wool and that more shoes were produced and sold at wholesale than in June; that the volume of department store sales for the last few weeks has been approximately the same as last year; that retail merchants are growing in confidence in the trade outlook, with the result that they have increased their orders for merchandise, making a larger total volume of business; that carload distribution continues ahead of last year, and that crops are not yielding as heavily as last year, but are larger than the five-year average and prices of crops are higher in a number of instances.

John D. Sullivan, who last winter opened an office at 111 Summer St., after eight years with Mitchell Woodbury Co., was in Philadelphia last week conferring with Fisher Bruce Co., about their fall lines, which he is to represent in Northern New York and Northern New England. He will also represent the Northwood line as before.

The American Horsemobile Co., toys, Lawrence, capital $50,000, has been incorporated by Raphael Hunarian, Methuen; Joseph F. Sullivan, Lawrence, and Alphonse Collins, Methuen.

New stores in Boston include the Gib-sin Specialty Co., house furnishings, 755 Boylston St., and the Ernest Furniture Co., 65 Leverett St.

"Nate" Gilbert, accompanied by his assistant, Miss Helen Nelson, was in Boston early last week buying fall requirements of the Albert Pfeifer Co., Providence. He reported business as very good. He left for New York and the Pittsburgh district, where he planned to spend the rest of the week.

Buyers in the Boston market last week included William Cummings, David Harley Co., Pawtucket; W. H. Chaput, Harrison Mowry Co., Woonsocket; J. W. Donovan, A. B. Sutherland Co., Lawrence, and M. P. Alkon of Portsmouth.

R. H. White Co., through its buyer, C. P. Sullivan, is in the market for a greater selection and variety of glassware than in the past. In a narrow space it has found it possible to display fifteen varieties of stemware, thirty-five styles of salad plates and samples of many of the finest and best-selling lines.

Robert S. Mollard, of Westboro, has resigned as salesman for George D. Dinkel.

John S. Martin, after a buying trip in New York for Jordan Marsh Co., went to Jackson, N. H., for the holiday.

Miss McKenney, assistant to George H. Wood, returned to her department at R. H. Stearns Co.'s store this week after a vacation.

China dinner sets were especially in demand at Houghton & Dutton's fall opening sale last week, which Miss Barry said, was wonderfully successful.

H. A. Wellington opened Mitchell Woodbury Co.'s fall sample display at the Hotel McAlpin in New York this week.

Dollar's Buying Power 63.1c.

Professor Irving Fisher of Yale University announced that last week's prices averaged 158.4 per cent of the pre-war level. The purchasing power of the dollar was 63.1 pre-war cents.

Crump's Index number was 152.1

Index numbers for the last five weeks follow:

	Fisher.	Crump.
September 7	158.4	152.1
August 30	157.3	153.0
August 23	158.7	152.2
August 16	160.6	153.0
August 9	161.4	152.9

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Morimura Showing New Import Lines in Dinnerware and Fancy China

A VISIT to the main floor of Morimura Bros., Inc., 53-57 West 23rd St., New York, is a revelation. Here is assembled an almost limitless display of new lines of their famous "Noritaké" dinnerware and fancy china. Really these new import samples are lovely and are shown to best advantage in the new space which has been alloted to them. The dinnerware which was formerly on the second floor was recently moved down to the main floor where it has a room partitioned off at the right of the enormous show room which extends through from Twenty-third to Twenty-fourth Streets. This room is paneled in a rich dark wood, with blue carpet and blue covered counters and shelves. Here and there about the room are white covered tables. Curtains are tan with overdrapes of gold. The partitions separating this room from the main show room are the same dark wood, windowed and curtained in tan. Here on the tables and wall shelves and counters are displayed the twenty-four or more new patterns of dinnerware including borders and all-over designs in bird, floral and conventional patters. Strong color effects predominate and originality and distinction characterizes each new number. One charming pattern consists of a narrow border in blue, white and old gold, broken by floral medallions showing baskets of blue and pink flowers with ivory band just inside. Handles are in half mat finish. There are several similar patterns involving slightly different motifs and color schemes. One very distinctive number is the "Modesta," which employs an oriental motif worked into a narrow border in deep blue, a lighter blue, tan and black, with a very narrow yellow edge. Here and there a small blue and tan medallion interrupts the border. Between these border medallions are large sprays of flowers in soft shades, alternating with smaller sprays. The same floral motif is carried out in the large central decoration, adding a gay colored bird. The "Paisley" uses some of the "Paisley" tints in a center showing a combination of flowers and fruit in rich shades. Graceful floral sprays adorn the rim of the plate. An outside border in lavender and green bound in gold, broken by a colorful panel, finishes the edge. Quite a new type of design is the "Daventry," which works its design out using the verge of the plate as a starting point. Here is a black band through which runs a flower spray in red, blue and yellow blossoms and green leaves. This is broken by medallions in blue scroll work with pink roses and green leaves. These medallions work also into an outer ivory band. The rest of the rim is white except for a green and gold conventional band at the edge. The wonderful new samples of fancy lines must not be neglected, however. The import lines of fancy china are displayed in the rear of the main floor, these, too, having been moved from the second floor. This part of the room is truly a bewildering array of beautiful novelties, tea sets, salad sets, etc. The designs are new and fascinatingly artistic, showing up effectively against the black tables. A new feature of this department is the box numbers which Morimura Bros. are introducing for gift trade. These range from small inexpensive salts and peppers, ash trays, to large pieces, bowls, vases, bon bon boxes, etc., put up in each piece in an attractive box. Assortments of various kinds are made up, in 1 dozen, 2, 3 and 4 dozen lots. They include goods for $.50, $1.00 and $2.00 retail selling, in a variety of new shapes and novel features, in alluring colors all designed to appeal to the gift trade. There are exquisite new tea sets in new shapes and decorations. One of great charm and character has a solid band of tan or blue with a gaily toned chintz effect center, gray sprigs of flowers with birds. This is a delightful combination of colors. Another design, very rich, has bands, radiating from the center, solid red alternating with black with weird cubist design in gold. This is also worked out in green with black and gold. There is such a wealth of beauty and novelty in this room that, truly, you wonder how a buyer could ever make a choice, each piece being more interesting or more beautiful than the other. The variety of decorations and styles is almost limitless. The finest of creative genius and clever workmanship of Japanese artisans has gone into the making of these wares which are lovely in the fullest sense of the word.

A Brochure Worth Writing For

The Steuben Division of the Corning Glass Works has a most artistic and attractive advertisement in the September issues of *House & Garden, Vanity Fair* and *Vogue* printed in four colors. It depicts delicately tinted Spanish green glass tableware in graceful shapes, fruit stands of original design in Bristol yellow, a Mille Fleurs bowl made precisely like the priceless historic Egyptian glass, puff boxes in cerise ruby, and dainty blue Aurene flower vases. The value of this advertising will become immediately apparent to merchants who are selling Steuben glassware and one would think that those who do have a stock of it would make special displays of those very items that are being so advertised. A brochure has been prepared showing these unique articles as advertised and they may be had by applying to the headquarters at Corning for a copy. It is worth getting and will show how they have gone to all corners of the earth for ideas. I. B. Cary is the sales manager and presides over the New York office at 501 Fifth Ave.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

ANNOUNCEMENT has been made that Hillman's Department Store, State and Washington Sts., will be sold. This is said to be caused by the illness of Mr. Hillman, owner, who has been in bad health for the past several months. Mrs. Hillman is directing the business at the present, but finding the cares extremely heavy, has announced that the store will be sold sometime soon.

Marshall Field & Co. are holding their annual housefurnishing sale during the month of September. Many unusual values are offered and according to reports the returns have been most gratifying. They are offering sets of glass bowls that usually sell for seventy-five cents for forty-five cents. Knives, measuring cups, and bread boards, besides hundreds of other items are being offered at specials and since this event is well known, besides being advertised extensively, much buying-activity in the department is reported. With the coming of school days and families returning from the country, The Fair anticipated the immediate need of short sets of dishes which they are offering this week for $5.95. This is a thirty-three piece arrangement of dishes with a wide border treatment in gay colorings. Carson, Pirie, Scott & Co. have three new style boudoir lamps for sale this week at popular prices. These are complete with silk shades and range in price from $3.95 to $6.95.

All is in readiness for the annual party staged each September at the summer home, Lake Beulah, of the Boston Store. For many years "Peter Rinken's Party," as it is called in the trade, is the outstanding social event of the china, glass and housefurnishings groups. No definite plans have been announced as to the entertainment, but Mr. Rinken says according to reservations that have been spoken for the party this week will be the largest ever held. They will go out Friday afternoon and return Sunday night.

A meeting of the newly organized China, Glass and Gifts Association was held Wednesday evening at the Association of Commerce. The election of officers was confirmed and plans formulated for the February Show at the Hotel Sherman. Three floors in the hotel have been reserved, and already space of one floor has been reserved by Exhibitors. The Show will be held the first week in February. Exhibitors will display merchandise in china, glass, lamps, lifts, and housefurnishings. W. W. Hennessy, Chairman of the Show Division, attended in place of John F. Bowman, who was out of the city. The following were elected: W. C. Owen, president; E. M. Meder, treasurer; Joseph Stein, of Stein & Elbogen, jewelers, secretary; E. W. Steinbeck, vice-president; Howard Selden, second vice-president. Directors are: R. B. Kraetsch, chairman; J. H. Smythe, W. J. Dalton, Frank Butler, W. W. Raleigh, and Lucile Brian Gilmore.

Marshal Field & Co., in their September sale of dinner sets, are holding an elaborate event. The sale includes practically all of their finest and most popular sets, including 150 patterns in services for 12, from which some special bargains have been selected. These are wide in price range and include: French China sets, $48.50 to $285; Bavarian sets, from $25 to $165; Field Japan sets, $37.50 to $150; Rosenthal China sets, $75 to $360 and English semi-porcelain sets, $35 to $65.

A new store for Woolworth's has also been announced. This will be erected at the northwest corner of Wabash and Munroe Sts. The building will be sixteen stories, combining a mercantile and office building. The Woolworth Co. has leased the basement and the first three floors for thirty-five years.

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

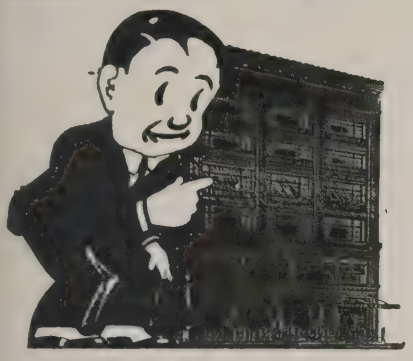
1751 West 74th Street CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



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Buyers are urged to inspect these lines

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We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

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Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

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National Glass Novelty Co.	Wood-Art Co.
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EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

MAKE THIS SPACE Sell Goods For You

For Rates

PHONE WABASH 860

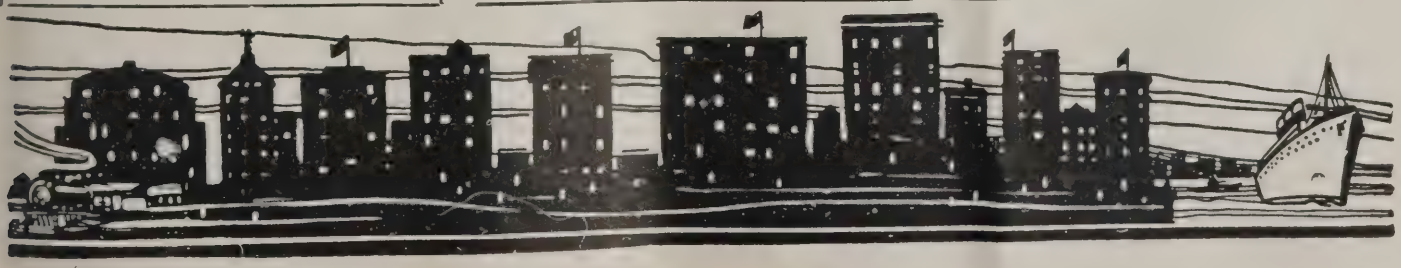
THE SEBRING POTTERY CO.

SEBRING, OHIO

CHAS. L. SEBRING, *President*

W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



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Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

FOR SALE

FOR SALE—One Pangborn sand blast table, Type L.D., size 84, serial 124209. Practically new and in first class condition. Can be bought at a bargain. Inquire, The Globe China Company, Cambridge, Ohio.

SALESMEN WANTED

SALESMEN WANTED to carry line of Pottery in New England, eastern New York and Pennsylvania, some of the Southern States, Indiana, Iowa, Missouri and Arkansas. A fine line, old established, and good proposition. State lines carried, territory covered, and class of trade you call on. Good commission promptly paid, and satisfied customers. Write Box 496, care of CROCKERY AND GLASS JOURNAL.

What the Potteries Are Doing

(Continued from page 22)

district shows a favorable increase over the records for July and August.

Fred Kline, southern representative for the Knowles, Taylor & Knowles Co., with headquarters at Dallas, Texas, now has his new sample room, suite 719 Sante Fe Terminal Building refitted, and ready for the reception of trade. Mr. Kline has the entire K. T. & K. line displayed in an attractive manner. His suite measures 36 by 66 feet. A number of other affiliated lines are being shown in this same building in Dallas.

Dinnerware salesmen traveling New York State have advised home offices of the intent of controlling interests to change the name of Bailey's Dry Goods Co., Buffalo, N. Y., to read The Buffalo Dry Goods Co., Inc. Arthur Weintraub is the merchandise manager for this store.

Late advises from the Staffordshire Pottery (England) district received here are to the effect that W. H. Grindley & Co., Ltd., has been formed to take over the business heretofore known as "W. H. Grindley & Co." operating pottery plants at Burslem and Tunstall, England. The capital stock of the new company has been placed at £125,000. W. H. Grindley will be the managing director of the two plants and also president of the company.

George C. Thompson, of the Thompson Pottery Co., is spending a short season in Florida, where he is combining business and pleasure.

Glass Factory Activities

(Continued from page 24)

The plant of the Marion Glass Co., Shinnston, W. Va., is again in full operation, featuring a line of ornamental pot glass in colors and novelties in opal glass. The company is in receipt of considerable new business for fall and holiday deliveries, and the plant will be continued on the active list throughout the remainder of the year.

The death at Wheeling, W. Va., of James Stedman, until last spring general manager of the plant of the Central Glass Works, has removed from the trade one of its best known characters. He died at the age of 71, and following an illness of several months. Mr. Stedman resided in Wheeling since 1862 and spent practically his entire major career in the glass business.

Following its usual summer period of idleness, the factory of the Automatic Glass Co., St. Marys, W. Va., has again been placed in operation.

It is currently reported that the Blackwell, Okla., plant of the Hazel-Atlas Glass Co., has had an unusual active season this year. The company is manufacturing 52 different items in this plant, and shipments are being in a rather generous manner throughout the southwestern part of the country, and also to many southern points.

The strike of the young help employed in the blowing department of the Economy Tumbler Co., Morgantown, W. Va., which continued over a period of two weeks has been adjusted, and the department is again working in full production.

The Chicago Market

(Continued from page 28)

Mr. and Mrs. Martin Simpson have returned from a vacation spent in the Michigan Lake region.

Walter N. Forrest, of the Walter Forrest Hardware Co., Brownsville, Tenn., was a recent buying visitor to the Chicago mart.

Gordon Cayce, of Hopkinsville, Kentucky, is in the city on a business trip.

Young Salesman Honored

Justin Tharaud, Jr., of Justin Tharaud, Inc., New York, plans to leave Sunday on a two months trip to Philadelphia, Baltimore, Pittsburgh and Columbus, O. Mr. Tharaud is one of the youngest salesmen on the road. He apparently is just as good at soldiering as he is at selling china, for when he came back from his month's stay at Madison Barracks, N. Y., on Lake Ontario, last week, he brought with him a Medal of Excellence. This medal is awarded one to each battery for general proficiency. During his stay at camp he was acting sergeant of Company A.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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Vol. 101 September 17, 1925 No. 12

AS THE EDITOR SEES IT

MAIL ORDER PROSPERITY

THE reason for the flourishing mail order houses is the retail merchant who is negligent of his opportunity, says Homer J. Buckley, of Chicago, in a talk given recently before the Illinois Chamber of Commerce on "Why Mail Order Houses Take Business From Local Retailers." Mr. Buckley declared that mail order houses live on neglected trade that rightfully belongs to the retail merchant. Mr. Buckley has long been an exponent of the use of modern systems in retailing and the intelligent employment of facilities offered merchants today from many sources for the proper conduct of their stores. He mentioned the following requisites as essential to successful retailing:

"A KNOWLEDGE of bookkeeping. Seventy per cent of failures in the retail stores can be traced to bad accounting in separate departments or in the whole store. Some retailers try to kid themselves into refusing to place figures where they belong. A knowledge of merchandising. Understanding of markups and turnovers. An appreciation of the fact that twelve sales with ten cents profit is better than one sale at fifty cents profit. Any retailer or prospective retailer who intends to be a real success must study and understand markup and turnover.

"A KNOWLEDGE of good selling. Do retailers give the attention to selling that they should? 'Over-the-counter' sales are the backbone of any business. Watch how they are handled in your store. A knowledge of good advertising. Too many dealers neglect to plan for their advertising, work with it, or to back it up with truthful merchandise. Some overestimate its importance and think that it can do wonders alone; others underestimate and do not give it a fair trial."

TO these may be added carefully selected and well trained salespeople. Very few retailers especially in small town stores appreciate the importance of intelligence, courteousness and a genuine interest in and knowledge of the merchandise they handle, on the part of the salespeople Too many dealers hire the cheapest help with the idea of keeping down expenses, not realizing that indifferent, careless clerks can undo all the work of then carefully planned and expensive advertising campaigns. A suburban retailer who is making good, when asked what contributes most to his success in keeping customers, answered that he considered his efficient sales people his chief asset. He believes that to keep people satisfied it pays to employ high class girls; to train them carefully; buy books on salesmanship for them; to watch them and help them when they made mistakes. Customers must be well treated, better than in some other store if you are going to keep them. They appreciate courteous attention from salespeople and will go where they can get it. Mail order houses know this and their letters—which are their sales force—are planned to please.

Colored Glassware Staple for Table Use

One Time Fad Now Established as Permanent Idea, Says M. J. Hinterschied

IN a special interview with M. J. Hinterschied of the Wm. Hinterschied Co., importers, wholesalers and retailers, china, cut glass and housefurnishings, Columbus, Ohio, he told the CROCKERY AND GLASS JOURNAL representative some interesting facts regarding the vogue of colored glassware for the homes.

His firm has been chosen to furnish the china and glassware for the model homes in the Fall Home Beautiful Exposition to be conducted October 11th to 21st by the *Columbus Dispatch.*

"There is a time when a vogue passes the stage of temporary favor and becomes a thing of permanency says Mr. Hinterschied; a time when it reaches an established place of preference from which it does not depart.

NO LONGER A FAD

There was a time when the vogue for colored glassware was thought to be a fad of the moment.

Fashion interior decorators have come to realize that color in the table service itself offers unusual opportunities for artistic effects in the dining room.

Glassware which ranks first in favor on the most correctly appointed tables is that which is either wholly tinted or with tinted glass decorative portions; for instance the crystal goblet with the colored twisted stem and tinted foot; stemware with a diamond cut optic bowl and colored jeweled stem.

MODERN IDEAS CHANGED

There are occasions when crystal glass may be chosen for sentimental or traditional reasons, but on these occasions the crystal is usually enhanced with encrusted or plain bands of gold or silver. Plain or simply etched crystal no longer measures up to what authorities recognize as fine glassware. Crystal is sometimes chosen with the idea that it can be used with other glassware to better advantage. However, this idea is erroneous, according to modern theories regarding artistic effects.

Modern ideas of color combination have undergone miraculous changes. One might suppose that by all rules the dining room hung with gold draperies and furnished with mahogany would require amber glassware in the table setting but instead, the tall goblets now reflect the light blue of a Persian sky or the green of deep sea water. The glassware is complementary to flowers. The color value in creating an artistic setting is of equal importance.

FLOWER ARRANGEMENT

As to flower arrangement—we no longer confine the table centerpiece to all roses, all carnations, or flowers which are all of one color. Instead we see arranged together in colorful bowl a spray of delphinium, a pink rose or two, a wisp of feathery white, and perhaps a bud of yellowish hue.

To be too conventional is a bit prosaic. It is the age of individuality and originality and the clever woman welcomes the opportunity to exercise her talents. Whet there are possibilities, however, there are pitfalls, ar brilliance may lead to over-elaboration at the sacrifice o good taste if one does not possess that subtle sense of di crimination which is paramount in all things at all season

DINNERWARE IN LINE TOO

Dinnerware follows the trend toward color, too. Ban patterns, which are favored by many from one season t the next, display cheerful color in their motifs. The new est patterns will be seen in 16 model homes during th fall exposition.

Highest Prices Since 1920

Recent price movements will raise doubts in man minds concerning the solidity and permanence of th "stabilized" credit and currency system which man people supposed this country had succeeded in obtain ing following a painful preliminary ordeal of deflatio The question whether the trials and losses of that pe iod are now to be made of no avail by a counter in flationary movement becomes more insistent as th evidence of unprecedented price advances begins t pile up.

Bradstreet's latest index number of commodi prices for August 1, for instance, not only show strongly sustained advances since May of this yea out registers a total increase of 12.8 per cent over Au gust, 1924. But the really serious portent containe in these price changes may be deduced from the fa that the index has actually reached a point which higher than any recorded since November, 1920. A though still 31.7 per cent below the peak attained i February of that same year, it is 63 per cent above th figure for August, 1914.

No combination of circumstances operative sole from the commodities side suffices to explain advanc such as the ones which are naw being registere Those articles which have not shared in the gener price rise have generally been at least maintained existing high levels, a circumstance that acquires pa ticular significance if it is remembered that overhea production costs such as taxes, wages, etc., have many cases been reduced considerably. Evident forces have been at work which are strong enough counteract the price depressing influence of wage cu tax reductions and various aids to economical produ tion. The strength of these factors may be gaug by examining the expanding items in our bank stat ments with their growing volume of loans and d counts and increasing total of rediscounts.

It is an almost self-evident proposition that unle the consuming public becomes the beneficiary in go

part of downward readjustments of production costs further reductions will soon become impossible of achievement. Moreover, with rising prices we shall enter once more upon the old dreary round of demands for higher wages, more salaries and, finally, more taxes to cover the nominal increase in governmental costs that will be the final outcome of a reversion to inflation.

Buyers in New York

SEPTEMBER 10TH, 1925

G. H. Guest, housefurnishings, Jordan Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

Miss M. Michael, toys, Joel Gutman & Co., Baltimore, Md., 115 W. 30th St. (Weill & Hartman).

E. C. Meachum, silverware, Sibley, Lindsay & Curr Co., Rochester, Pa., 432 4th Ave.

Miss E. C. Ledger, housefurnishings, H. S. Barney Co., Schenectady, N. Y., 315 4th Ave. (D. G. Alliance).

SEPTEMBER 11TH, 1925

J. W. Power, housefurnishings, toys, Sage-Allen & Co., Hartford, Conn., 315 4th Ave. (D. G. Alliance).

J. A. Miller, housefurnishings, toys, Wright-Metzler Co., Uniontown, Pa., 10 Grand (Jay & Co.).

SEPTEMBER 15TH, 1925

C. A. Myers, silverware, The Frank D. G. Co., Fort Wayne, Ind., Prince George.

J. W. Hughes, silverware, Broadway Dept. Store, Los Angeles, Cal., F. Brown, china crockery, 115 W. 30th (Weill & Hartman).

A. Kraez, silverware, Boston Store, Milwaukee, Wisconsin, 128 W. 31st St. (Amer. Retailers' Ass'n).

L. E. Eastman, housefurnishings, china glass, silverware, toys, Eastman Bros.' Bancroft Co., Portland, Me., 315 4th Ave. (D. G. Alliance).

SEPTEMBER 16TH, 1925

M. Friedlander, toys, housefurnishings, Nathanson Bros. Co., Toledo, O., 131 W. 35th St. (Hoffman & Hartblay).

J. Hertzberg, china, silverware, glassware, housefurnishings, S. Kann Sons Co., Washington, D. C., 432 4th Ave.

Miss E. Jacobs, silverware, The Hecht Co., Washington, D. C., 1150 Broadway (F. Lilienthal & Co.).

They Succeed in the Crockery and Glass Business, Too!

By E. H. B.

There are many men in the crockery and glass agency business who, like in other businesses, have advanced themselves by sheer perseverance, economy and pluck. And this has been no easy matter, particularly when every penny counted to meet expenses and "carry on" until the regular monthly commission check came in.

Many times it has been hard to have to refuse a loan to a friend when it would have been more pleasing to accommodate him. Many times, too, this very courage to refuse has been counted against him, but if one looks back it wouldn't be hard to discover the chronic borrowers, from those who know when to lend and when not to.

One may look over the field of successful men and there is not one of whom it has not been said, "Oh, he has a snap, look at the lines he has," or "anyone could be successful with his lines, they sell themselves," but the envious ones don't take into consideration the uphill work that has made it possible for these "lucky" ones to secure these desirable factories. One would call them rather "pluckly ones."

Don't for one instant think that a manufacturer does not look up the reference of men seeking his agency, for he does, and weighs very carefully his qualifications before he entrusts valuable territory to his care.

If the applicant has shifted about in his past connections, or has fallen out with a manufacturer, the reason is carefully inquired into and it is usually the steady man who is chosen.

This is not moralizing but is prompted through the writer's experience. When one counts the agency's prospering today uptown and then recalls the old "downtown district" of a few years ago, it will readily be seen who were the persevering ones and who fell by the wayside. Contrast the beautiful and elaborate uptown showrooms of today and those of a decade or so back and see what progression has been made. Then look at the successful men and see how they have continued on the upgrade.

Of course there are those who have gone to the great beyond, who in some instances have been succeeded by sons and others whose assistants have stepped up into their vacant places. Besides this, new agencies have been started by younger men who have received their training at the hands of some of the more mature representatives, but no industry has shown more progress as a whole than the crockery and glass business, both domestic and import.

Making Them Curious



CURIOSITY is a great factor in getting people to read the circulars and other advertising matter which you distribute from house to house. If you can get them to speculating you have a good start toward getting your message across. One of the things that arouses curiosity or speculation in most cases is an envelope with writing on it. Few people will fail to glance at an envelope because all our important communications come in envelopes and we are constantly expecting messages. You can buy some inexpensive envelopes in quantities and before enclosing your advertising matter in them have written across them:

DOES THIS INTEREST YOU?

This statement is one that challenges almost everybody and unless an individual is one who seldom takes a chance your advertising will receive attention.

There is a surprisingly curious attitude on the part of patrons who see a clerk use a rubber stamp on some parcel that has been wrapped up for them. This inquisitiveness can be turned to good account by having clerks using a rubber stamp to advertise a sale or any department that is being featured. Each clerk should be provided with a rubber stamp reading:

WILL YOU BE IN TOMORROW?

This should be stamped on the parcel just before it is handed to the patron—it is desirable that they see it put on. In practically every case they will ask: "Why do you want to know if I will be in tomorrow?" Then they can be told in a few words about the special offering which becomes effective at that time. This plan is as effective but more troublesome if the words are written on the parcel with a blue pencil.

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX

Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Last article discussed the layout of a retail store cash book. To-day's article tell you how the cash book entries illustrated last time are entered in the general, or private ledger. First, you summarize your cash book results at the end of the period and show them in the cash book as follows:

Summary	Debits	Credits
Sales:		
Glassware		$23.75
China		17.18
Tableware		39.80
Miscellaneous		13.40
Short and Over	.18	
Miscellaneous Cash Purchases	6.00	
Cash in Bank	87.95	71.58
Discount Earned		.42
Purchases, Glassware	4.00	
" Tableware	17.00	
Salaries	25.00	
Expenses	1.00	
General (let's assume it to be Furniture)	25.00	
	$166.13	$166.13

It must be borne in mind that the summary is nothing but a re-grouping of the cash book totals by debits and credits. Both columns must balance, viz., show the same total when added up. In our case the total is $166.13. This figure means nothing to you and is purely an indication that the cash summary is correct. Your function now, consists of entering into the general ledger each item enumerated above. Your postings are made to the debit or credit side, as the case may be. Your general ledger, presumably contains already similar entries from previous periods. You simply write the new items on the line following your last entry of the respective accounts. As an indication of your postings you show the general ledger folio right next to the amount of each cash book summary item and likewise you post the cash book folio into the general ledger right next to the amount.

I strongly recommend that the general ledger be a bound book with consecutive numbered pages. Stationery stores carry these books in a variety of sizes, but the average business will find that 150 pages is about what is wanted. The columnar arrangement of ledgers is almost the same wherever you may buy your supply. Slight variations are simply a matter of personal liking, but do not affect the principle of the idea.

Below is an illustration of a simple ledger page with postings of the "Cash in Bank" items from above Summary:

Account: Cash in Bank — Page 1

Date	Item	Folio	Debit	Date	Item	Folio	Credit
Aug. 31	Cash	C16	87.95	Aug. 31	Cash	C16	71.58

(Note that folio "C16" is the page of the cash book Summary; C being the symbol for "Cash book".)

In my seventh article next week I shall deal with "Petty Cash Records," as requested in a letter just received from Thomas W., Pawtucket, R. I.

I received a letter signed "Bookkeeper," who wants to know whether a proprietor's investments is a "liability." To "Bookkeeper" and other correspondents I like to say that I prefer to have them give their names and addresses in full. This is only for my own information, as I may want to answer directly by mail. I shall, at no time, publish the names of my correspondents unless they desire this themselves. As to the inquiry:

An investment may be in the form of a proprietor's payment of a certain sum to his firm, or it may be the paid-in amount of a corporation's capitalization. In either case it is the result of some one having paid a sum of money for the operation of the business. The business, therefore, owes this amount to the payee. Hence, in the general ledger the amount of the investment appears on the credit side and is consequently a liability. Of course, this liability can only be satisfied from the remaining funds after all other debts are paid off in case of liquidation or bankruptcy. Therefore, this investment liability is more or less a "subordinated liability."

Dollar's Buying Power

Professor Irving Fisher of Yale University announced recently that last week's prices averaged 158.1 per cent of the pre-war level. The purchasing power of the dollar was 63.3 pre-war cents.

Crump's Index number was 151.7.

Index numbers for the last five weeks follow:

	Fisher	Crump
September 13	158.1	151.7
September 7	158.4	152.1
August 30	157.3	153.0
August 23	158.7	152.2
August 16	160.6	153.0

Mail-Order Sales Show Continued Increase

Sears, Roebuck & Company, Chicago, reported gross sales of $17,073,406 for July, against $13,416,437 last year, a gain of 27.3 per cent. For the seven months ended July 31, gross sales amounted to $135,315,866, against $118,334,218, for the same period last year, a gain of 14.3 per cent.

Sales of Montgomery Ward & Company, Chicago, for July are given as $10,842,762, against $8,653,222 a year ago. This is a gain of 25.3 per cent. Sales for the seven-month period were $93,268,537. This compares with $84,378,840 for the same period in 1924 and represents an increase of 10.5 per cent.

"Lowestoft" Pattern

on the

New—Etoile—Shape

A charming harmony is this new
AHRENFELDT
inspiration.

The pattern so appropriately named
LOWESTOFT
just a happy color family and on the finest china made.

A number of dealers have already secured control of this pattern for their city.

Stock carried in New York



HERMAN C. KUPPER, Inc.
39-41 West 23rd Street
New York, N. Y.

CAUGHT IN THE NEWS NET

THE show window of A. J. Fondeville & Co., New York, pretty nearly always draws a crowd. It did this week and no wonder. The window was devoted to the well-known utility jug and an interesting feature was the use of large cardboard display easels in the center of which rested the jug itself. The easel is gotten up in red, black and white, with circles describing the important features of the jug and arrows indicating those features on the jug itself. There were three of these easels, one in center and two on each side flanked by a triangular arrangement of the jugs, showing all sizes and decorations. Two pewter jugs are also shown on wooden pedestals. The arrangement is striking and draws the attention of the passerby at once.

Fred C. Reimer, New York, is hoping to get out on the road by Saturday. Besides interviewing buyers, Mr. Reimer has found time to plan a new room devoted to the display of dainty Schierholz Dresden lamp bases. These occupy the space formerly devoted to undecorated ware and include several interesting new numbers.

Fernand Desmaison, New York, manager for L. Bernardaud & Co., plans to leave next week on an extended trip starting with Philadelphia and covering the west and Canada.

H. L. Seixas, with Edward Boote, New York, importers, left Monday night for Philadelphia. He will return probably at the end of the week.

Maxwell P. Miller, buyer of china and glassware for Burley & Co., Chicago, Ill., arrived in New York, Tuesday, on a brief buying trip.

With all of the men out on their regular fall trips, which cover nearly every section of the country, Albert Weber, of Herman C. Kupper, Inc., New York, finds ample reason to look on the bright side of things. Reports from salesmen as to business conditions are splendid Mr. Weber states.

M. J. George, who represents the Sebring (O.) Pottery Co. in New York, left last Friday for the factory for a week's visit, during which time he will confer on new lines the factory is planning to bring out. Mrs. George is in charge of the office during his absence.

Fred Farrell, with Alfred G. Moment, having stowed the motor of his pet boat in its winter "bunk," set out last week for Cleveland. He will return in a week or so.

George Brown, buyer of glassware for Marshall Field & Co., Chicago, who with his assistant has been buying in New York this past week left town Tuesday night. C. B. Nash, buyer of china for the concern arrived Monday of this week for week's stay in New York.

Justin Thauraud, Jr., with Justin Tharaud, Inc., New York, importers of French, English and Bavarian china and pottery left Sunday for a trip which will cover Philadelphia, Baltimore, Pittsburg and Columbus. He will be gone about two months.

S. H. Slobodkin, New York manager for the W. S. George Pottery Co., and the Canonsburg Pottery Co., left on Wednesday for a selling trip through New England, hitting the high spots. He is making the trip in his car.

"Sid" Thompson of Copeland & Thompson, Inc., is making preparations for his departure on Monday for Boston the first stop on a several weeks' trip he will make with the new samples from the Copeland factory.

A general line of American dinnerware and glassware and also lamps is being featured on a department in the new store of the Kerr Drygoods Co., Oklahoma City, Okla. This store was only recently opened for business. The department is located on the sixth floor of the new building, and the stock is declared to be the largest carried by any single store in that part of the southwest.

Wm. S. Anthes, with Herman C. Kupper, Inc., New York, returned Monday from a week's trip which included Baltimore and Washington. He set out again on Tuesday for Philadelphia.

Among the out-of-town buyers who visited the New York market was R. Niehaus with Scruggs-Vandervoort-Barney, St. Louis, Mo.

Charles Dooley, with the Cowell & Hubbard Co., Cleveland, O., is a visitor to the new market this week.

Wm. Fisher, with Johnson Bros., New York, left Friday, of last week, for a short business trip to Trenton.

E. Monroe Fisher, of Fisher, Bruce & Co., Philadelphia, was in town last week for a brief stay, arriving Friday.

Era Glass and China Corp. is a recent New York incorporation. Capital stock is listed at $5,000. Those interested are M. J. Levie, V. Gray and R. Balsam.



The Vogue Assortment Lamps

The Early American Period Lamps
Cut or plain in Crystal, Green and Amber

Chintz Shades of Assorted Designs
Particularly Suitable Where Furnishings are
on the Antique Order. Priced Very Moderately.

Write for Prices and Samples
Shipped from Cleveland, Ohio
Prompt Deliveries

The Geo. H. Bowman Company
Manufacturers—Importers—Distributors
Dinnerware — Glassware — Toys — Aluminumware
Cleveland, Ohio

The Claycraft Potteries, located at Los Angeles, Calif., have been taken over and will be continued to be operated under the management of Fred H. Robinson. Interior decorative ceramics will be the product of these plants.

OBITUARY

H. M. Felker

The trade was shocked to learn of the sudden death on Monday at his home in Pittsburgh of H. M. Felker, familiarly known as "Sonny." It was only two weeks ago that he was in New York calling on his many friends here. He was in excellent spirits and apparently enjoying good health with the exception of rheumatism from which he had been a sufferer for several years. His friends remarked particularly how well he looked at that time. He was eighty years of age. Mr. Felker, who was a master of the art of salesmanship, enjoyed wonderful popularity in the glassware trade for years. He was widely known and everybody with whom he came in contact liked him. At the beginning of his career in the glassware business he was salesman for the old glass concern of Adams & Co., Pittsburgh, a factory later absorbed by the United States Glass Co., and now known as their factory "A." He came to New York originally as the New York agent for Adams. His next connection was New York agent for the Rochester Tumbler Co., with which he made his biggest success. When the National Glass Co. was formed about 1900, this factory was absorbed by it and Mr. Felker was placed in charge of the New York office. When the National company was discontinued a few years later, he connected with the New York office of the United States Glass Co., under a special selling arrangement with that concern, being associated at the time with John Lyon, New York manager for the company. This arrangement lasted until about 1908, when D. King Irwin came to New York as local manager for the United States Glass Co. Since then Mr. Felker has had a business of his own, supplying sand and other materials to glass factories.

William Percival Jervis

It is with deepest regret that we record the death of William Percival Jervis, one of the best posted experts on ceramics in the United States.

He has written many valuable books of reference on pottery which today are greatly used in the trade as well as by art collectors.

In 1902 he wrote for the CROCKERY AND GLASS JOURNAL, in serial form "The Encyclopedia of Ceramics," which he afterwards published in book form. He also published a work which was a dictionary of trade marks in the pottery field.

He was a practical potter himself and well equipped to talk with authority on potting.

He was born in 1851, was respected by all with whom he came in contact, and was a man of deep and serious thought.

All who knew him will be grieved to hear of his death which occurred in a sanitarium.

The Board of the Pottery, Glass and Brass Salesmen's Association to Boost Membership

At the regular monthly meeting of the executive board of the Pottery Glass and Brass Salesman Ass'n held at the Crockery Board of Trade on Tuesday, Sept. 15th the following were present:

Julius Rosenfeld, vice-president, who presided; William E. Doctor, D. King Irwin, Langley Hawthorn, William H. Demars, treasurer, L. S. Owen, secretary; Howard R. Handy of the Pottery Glass and Brass Salesman; F. Calvin Demarest, of the CROCKERY AND GLASS JOURNAL, and Ernest H. Bennett of Housewares.

The minutes of the previous meeting were read and accepted.

The new members accepted were as follows: John A. Kaiser with Morimura Bros.; Willard C. George of the Canonsburg Pottery Co.; Simon H. Slobodkin, agent for the Canonsburg Pottery Co., and the W. S. George Pottery Co. and Alexander D. Shaw with A. J. Fondeville & Co.

The Glass, Pottery, Lamp and Housefurnishing Ass'n, of Chicago sent a communication requesting an exchange of membership lists which might be used to increase the membership of both organizations. It was moved and seconded that the exchange of courtesies be entered into.

Proofs of death of Henry Hood had been received and motion was passed instructing the Treasurer to forward check to his family.

Notice of the death of William Percival Jervis had been received by the secretary.

A notice is to be sent out requesting a full attendance of the board at the next meeting to discuss plans and appoint a committee to formulate a method of approaching proprietors of businesses within its scope with an idea of interesting their employees in becoming members of the association.

Kahla Factories to Establish American Sales Organization

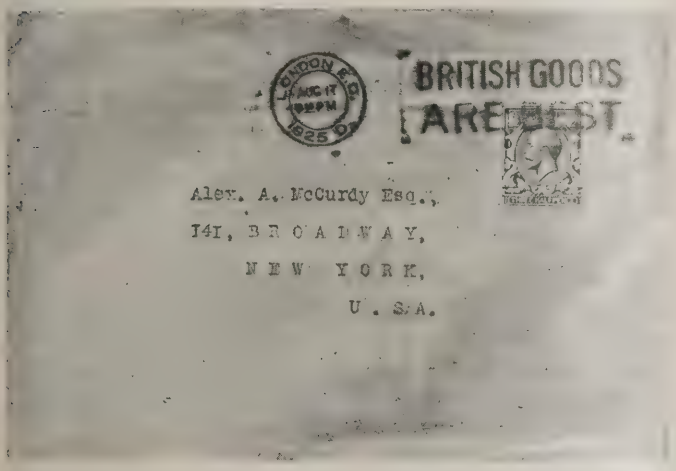
Dr. Albert Filmann, connected with the Kahla Factories, Germany, sailed Tuesday for home. Dr. Filmann came to New York in May, intending to remain six months, in order to make a study of the situation here. Due to a change in plans, he returned earlier than anticipated. In January, however, he will come to this country to take permanent charge of the selling organization which the Kahla Factories plan to maintain here. While in New York Dr. Filmann made his headquarters with B. Tomby & Co.

Silver City Cut Glass Co. Moves

It is reported that the Silver City Cut Glass Co. has moved to Colony St., Meriden, Conn. This concern has been concentrating on the making of silver deposit ware and it is understood that when they are settled in their new factory they will take up the decorating of glassware with gold encrustations.

British Government Advertise British Goods

At the recent convention of the United States Pottery Association held in Trenton the secretary of the Association Charles F. Goodwin called the attention of the members to the fact that the British government in cancelling the stamps on all letters are using a stamp that bears a legend boosting goods of British make. Mr. Lawrence, chairman of the organization suggested that they seek the cooperation of other commercial bodies and with a united front approach the United States government, requesting that it uses its cancellation stamp to push goods made in the U. S. A.



How England Does It

It would seem that the tax payers would reap some benefit in such a procedure and in that deficit in the postal finances seem inevitable, it would at least help manufacturers, who have to help make up the deficiencies get something for their money.

Such a national advertising scheme would help all American made goods.

Sebring Mfg. Co. Announces Bond Issue

A million dollar bond issue is announced by the Sebring Manufacturing Corp., Sebring, O., which was incorporated earlier this year as a holding company controling the business of the Fiench China Co., The Saxon China Co. and the Strong Manufacturing Co. The issue comprises first mortgage 6 per cent gold bonds in denominations of $1000 and $500. The proceeds of the issue will be used to reimburse the business for sums paid by constituent companies prior to the merger for extensive plant additions, improvements and other purposes.

Soy Kee & Co. Move to Fifth Avenue

Soy Kee & Co., importers of Chinese art wares, who have for many years been located in Chinatown, New York, moved on Monday to 87-89 Fifth Avenue. Here in a spacious, well laid out show room, they are showing their many beautiful new importations. This is their wholesale department. Their store at 7-9 Mott Street will be retained as a retail establishment.

An addition to their staff is that of H. Minor, who takes the position of general sales manager. Mr. Minor was formerly connected with the firm for 18 years but two years ago resigned and became associated with Little-Jones Co., Inc. In April of this year Mr. Minor sold out his share in this company and went into the business of making high class lamp shades in the firm of Ludlow & Minor. He still retains his interest in this concern although not actively associated with it.

July Retail Trade Larger Than Last Year

Retail trade in July reflected the usual mid-summer dullness, but the decline in sales of department stores, grocery and music chain stores was not so large as that which usually occurs between June and July, the Federal Reserve Board says in its monthly review of retail trade conditions. Compared with a year ago, sales at department stores, mail order houses, and all chain stores were greater. Mail order sales were 29 per cent larger than in July, 1924, and department store sales 4 per cent larger.

When compared with July of last year total sales were larger in nearly all Federal Reserve districts, the most substantial increases being in the Richmond and Chicago districts. Statistics showing sales by departments from stores in seven Federal Reserve districts indicate that sales were more than 15 per cent larger than in July of last year for women's coats, juniors' and girls' ready-to-wear, furs, furniture, toys and sporting goods, luggage, musical instruments and radios, and more than 15 per cent smaller for departments selling cotton dress goods, laces, trimmings and embroideries, neckwear and veilings, ribbons, women's suits and skirts, waists and blouses, gloves and sweaters.

Stocks of merchandise at department stores were further reduced in July and at the end of the month they were about the same as a year ago. Analysis of stocks by departments shows that inventories of ribbons, women's suits, and skirts, sweaters, waists and blouses, and men's and boys' shoes were more than 12 per cent smaller than last year, and total stocks at no department for the country as a whole showed an increase of more than 8 per cent, although stocks of some departments at stores in the Philadelphia district were considerably greater than last year.

With a larger volume of sales than last year and with stocks in about the same volume, the rate of stock turnover in July exceded that of last year and for seven months ended with July the rate at which stocks were turned over continued faster than last year and amounted to 1.85 times as compared with 1.80 last year. Stores in all Federal Reserve districts except Philadelphia reported a slightly higher turnover for the seven months than during the corresponding period in 1924.

Smith Ceramic Studios, Inc.
901-9 Monroe Ave., Rochester, N. Y.

Originators of
Unusual Creations in Decorated China and Glassware

Salesrooms
NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg
BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at
Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia
Bush Terminal Sales Bldg.
140 W. 42d St.
New York

TELEPHONE WORTH 3110
Williamsburgh Flint Glass Co.
290 Broadway
New York
Manufacturers of
Lamp Chimneys **Lamps**
Shades **Lantern Globes**
Towel Bars
Linings for Mounting Made to Order
Private Mould Work

Carlsbad China
Porcelain Union
Carlsbad
(Czecho-Slovakia)
Factories at
Teplitz and Kloesterle
Leaders for the American market in
Dinnerware and Fancy Goods

"Dandy-Line" Yellow BOWL SETS
3 - 4 - 5 - 6 - 7 Piece. Acknowledged the best made. Largest selling sets on the market. Why? Let us tell you.
The BRUSH-McCOY POTTERY CO.
ZANESVILLE, O.
N. Y. Office—Cox & Co.
120 5th Ave.



Chain Stores Report Rises in August Sales

Chain stores reporting August sales are unanimous in announcing increases over the same month last year. The totals for the first eight months of the current year also show substantial gains over the corresponding period of 1924.

The S. S. Kresge Co. announced August sales of $8,178,457, against $6,801,914 for the year before, an increase of 20.23 per cent. The aggregate for the first eight months was $60,343,004, compared with $52,528,456 for the first eight months of the previous year, a gain of 14.87 per cent.

The statement of the McCrory Stores Corp. indicated an increase from $2,057,953 in August, 1924, to $2,327,528, in August, 1925, and from $14,692,086 for the first eight months of 1924 to $16,305,596 for the same period of this year.

The W. T. Grant Co., operating a chain of general merchandise stores, reported sales for August of $2,005,984, an increase of more than 29 per cent over the same month of 1924, and sales for the eight months of $16,413,472, which was an increase of 23 per cent.

The Metropolitan Chain Stores, Inc., reported August sales of $666,589, an increase of $146,561, or 28.8 per cent, over those for August, 1924, which were $520,026. This represents the largest single month's business of the company so far this year.

When Painting, Etc.



TURN every event of your store's life into advertising—especially if it possesses news value. For instance, every store could use suggestions similar to these:

WHEN YOU PAINT—Nearly every store does some painting, interior or exterior, at one time or another. But it is the painters who have principally capitalized the interest people have in wet paint—in seeing if it is wet or in trying to avoid it. Few stores have turned this renovating time to advantage with such signs as these: "PAINT—NEVER GET UP AGAINST IT—For lack of ———— when we have such a complete stock."

WHEN YOU HAVE ALTERATIONS—Alterations come to most stores—sometimes several times during their life. New store fronts, new basements, store rearrangements, etc. As a usual thing the merchant goes right ahead with his business during the period of alteration and this suggestion is of a catchy notification sign for his use at these times. If a new front is being installed and goods are still being sold in the rear and on other floors of the store the sign should read: "We are doing business in the rear of the store, but our values are at the front as usual."

If the interior or show windows are being enlarged a suitable wording is: "You'll soon have a broader view to economical buying."



Narcissus Paperwhite growing in Pebbles

NARCISSUS

PAPER WHITE GRANDIFLORA

True Grandiflora Type

ARE HERE

			Per 1000
12-15 ctm.	1250 bulbs per case	.....	$12.00
13-15 ctm.	1250 " " "	.....	17.50
14-16 ctm.	1000 " " "	.....	19.00
15-17 ctm.	800 " " "	.....	20.00

The above prices are F.O.B. New York, packed in regular standard cases and we can make immediate delivery in any quantity desired at the above prices. We specially recommend the two larger sizes for Bowl-Pebble culture. We can also furnish a high grade Pearl Pebble in neat card-board packages of 1 lb. each packed in cartons of 36 packages at the special price of 10c per package. Retails for 25c.

AMERICAN BULB COMPANY

No. 6 MURRAY STREET
NEW YORK CITY

Write for our general catalogue, Seeds, Plants, Bulbs!

"Ceramic Dictionary"

Copyrighted

By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

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WHAT THE POTTERIES ARE DOING



THERE are indications at this time, although lacking positive confirmation that several concerns in this district are contemplating placing an ivory body on the market ere long. It appears that the success of the present ivory bodies on the market have prompted other manufacturers to enter the field with similiar merchandising propositions. Admission is made, however, that no matter how many ivory-tinted bodies are on the market, there will always be a demand for the white, or present standard piece of dinnerware that is being featured by the entire trade. It is the novelty of the proposition that is the appealing feature to both dealers and retail buyers now. It is also pointed out that the character of the shape in which an ivory porcelain body is used that has much to do with the success of the proposition. Just how many ivory body propositions will be on the market a year from now is an open question.

At a meeting held in the rooms of the Headquarters of the United States Potters' Association, between a committee representing the manufacturers, one representing the East Liverpool Board of Education and E. L. Heusch, supervisor of vocational training of the State Department of Education, an agreement was consummated whereby the manufacturing potters would contribute approximately $3,000 toward the establishment of a school of ceramics in the East Liverpool High School. The State gives financial aid also, contributing half of the operating expense of the department, and the first year will pay the salary of the head of the department. Laboratory work will be coupled with theoretical training. A four year course in ceramics will be open to students. The day course will be supplemented by night classes. Kenneth M. Smith, graduate of the ceramic school of the University of Iowa at Ames, Iowa, and who has completed a post-graduate course in ceramic engineering at Ohio State University will be in charge of the instruction.

Announcement has been made that the Greenwood Pottery Co., and also the Anchor Pottery Co., Trenton, N. J., have established their sales offices on the Pacific Coast, with headquarters at San Francisco. The two lines will be represented by Homer H. Knowles, who several years ago erected a three kiln plant at Santa Clara, Calif. Mr. Knowles was a former resident of East Liverpool, and went west four years ago, when he severed connections with local pottery interests.

The Victor Kremer Enterprises, Los Angeles, Calif., which controls the plant of the Mission China Co., at that place, has announced factory improvements costing upwards of $300,000. Four additional kilns are to be added immediately, and the kilns will hereafter be fired with gas. The plant was erected in 1916, and its capacity of 18,000 dozen monthly is to be increased to 55,000 dozens.

Thomas H. Sant, head of the Sant Clay Brokerage Co., East Liverpool, has sailed for a trip through Europe, which will occupy about two months.

According to announcement received here, Frank L. Renaud has completed the formation of the Beaumont (Texas) Pottery Co., with a capital stock of $30,000.

Inquiries are being received in this district by pottery machinery manufacturers for prices for equipment for the new plant of the Columbia China Corp., Porter, Ind. This factory was destroyed by fire some time ago, and it is now proposed to rebuild, and on a larger and more improved scale.

A new jobbing interest has been formed here under the name of the Household China Co., by Attorney Ben L. Bennett, the capital stock being scheduled at $10,000 in its Ohio charter. Among the incorporators are Henry M. Vondran, and Frank R. Harrison. The concern will specialize in dinner sets and assortments.

The T. A. McNicol China Co. has arranged to place a new shape on the market for 1926 delivery, and the first pieces are expected to come through the kilns within the next few weeks. It has been several years since this firm has placed a new shape on the market, its "America" shape having proved to be a popular one with the trade. Announcement was made by Mr. McNicol this week that a number of exclusive patterns have already been ordered for use on this shape. It will be shown the trade late this fall, and volume shipping will be possible early in the new year.

Pottery Business Shows Increase

General business with the manufacturers in this district continues to show a steady improvement, according to reports from all factories. Larger specifications for open stock dinnerware are being received, and the demand for sets is showing a healthy increase. It is admitted, however, that dealers are still sending in orders for matchings, but in a general way, there has been a decided increase in total volume during the last few weeks.

Production in all plants is increasing. Stocks in local warehouses are not near as heavy as even a month ago. Shipments are showing an increase, both daily and weekly

(*Continued on page* 30)

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GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



QUITE a nice volume of business is being booked by the manufacturers of lighting glassware, who are located in this district. This increase in trade has been anticipated by the manufacturers because of the season. Distribution is over a rather wide territory, and factory production of these lines is showing an increase. Jobbers are forwarding some very liberal specifications, while the department store buyers and the lighting goods stores are also showing more than passing interest in the entire line just now. September shipping of this line of merchandise from the factory will be heavy, and the volume of October orders now being received indicates that the September business will be exceeded.

Five different lines of dinnerware, glassware, lamps and kindred lines were represented at the Ft. Pitt this week, all being located on the Seventh floor. They included that of the Kinney & Levan Co., Cleveland, represented by W. W. and A. H. Lang; The J. Harper Ransberger & Co., Indianapolis, Ind., candles and glassware; William R. Noe & Sons, lamps, represented by A. Helmich and Edwin Freyer; Fisher, Bruce & Co. Philadelphia, Pa. English earthenware, represented by L. W. Myers; A. Leipzig, Inc., New York, baskets and willow ware, and represented by J. Freeman. Many out of town buyers visited these exhibits, and especially that of the Kinney & Levan Co., which is showing for several weeks. The buyers of these lines are now booking their holiday orders, and in many instances the volume is equally as large as that specified a year ago.

The entire holdings of the W. L. Milner state in the Crowley-Milner & Co., department store, Detroit, Mich., has been acquired by W. P. Emory, vice president and general manager of the business. Mr. Emory is also the largest stockholder in the corporation. News of the transaction was received in the district by sales managers late last week. Associated with Mr. Emory in this deal was G. W. Kidwell, formerly associated with the Spokane (Wash.) Drygoods Co., and Carl Whipple, formerly identified with the retail section of the Montgomery Ward Co., as the advertising manager of that department. The china, glass and lamp department of this store is one of the most noted in the country, the lines being in charge of Leon Nrubrik.

Fire of mysterious origin destroyed the plant of the Desgain Glass Co., Uniontown, Pa., a few days ago. As soon as the loss has been adjusted, it is said the company will prepare plans for rebuilding.

Frank B. Tinker, 17 North Wabash Ave., Chicago, has been appointed sales representative for the Chicago and vicinity territory by the Paden City Glass Manufacturing Co., Paden City, W. Va. The entire line of this factory will be featured in this display. "Everything points to a very satisfactory business during the remainder of the season," declared S. W. Fisher, in charge of sales of this factory. A number of new items are being added to the colored ware which is now being featured by this company, and it is also engaged in advance work on its 1926 line, which will be displayed at the Ft. Pitt Hotel in January.

It is reported in this district that Frank R. Dougherty, William Chambers and J. Pierson Reed, all of Vineland, N. J., have formed the Vacuum Bottle Co., Newfield, N. J., the capital stock of the corporation being placed at $100,000. The new company propose to manufacture a line of vacuum bottles on a rather large scale.

The plant of the United States Headlight Co., Buffalo, N. Y., has been taken over by the Jewett Refrigerator Co., and the latter interest will use the factory for the production of its own line.

Within a few days the seventh lehr will be placed in operation at the plant of the Indiana Glass Co., Dunkirk, Ind. This will tend to increase the output of this factory considerable. The plant is now working on an active production schedule, this being the rule since operations were resumed following the summer shutdown.

Announcement has been made here by salesmen traveling Indiana that L. H. Miller, manager of the Tresslar, Five and Ten Cent and Variety store, Petersburg, Ind., has resigned, and will locate in St. Louis.

The Glass Machinery and Engineering Co., is being formed here by Bert H. Smyers, the Pittsburgh Trust Building, and a charter will be granted at Harrisburg, Pa., September 29th. The new company will include F. V. McKallap, H. A. Thrum and James W. Cruikshank.

A new addition to the factory of the Hocking Glass Co., Lancaster, O., being erected by the Austin Co., Cleveland, O., is nearing completion. It is likely this new unit will be ready for occupancy within the next 60 days.

Active Demand for Glassware

That buying of pressed and blown glassware for fall and holiday requirements is now in full swing is generally

(Continued on page 30)

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

The influx of vacationists from country homes and resorts has stimulated the New York market in many industries. Sections of department stores devoted to housewares, china, glassware and lamps, are alive with special inducements for the fall season, as active sales are predicated upon the rehabilitation of homes. In the refurnishing or replenishing of apartments, etc., wise housewives who are husbanding their resources, are anxious to take advantage of special daily sales in these departments. Marked down prices in household utilities are magnets which never fail to draw the home lover who wishes to feather the winter nest at low cost.

Chinaware of distinctive loveliness at special sales prices is being offered by R. H. Macy & Co., in the basement department. The possession of beautiful Limoges china dinner service is ever a source of gratification to those who pride themselves on a well equipped dining table In the Macy sale there is shown splendid values in these fascinating and popular dinner sets, beautifully designed and finished in fine French handcraft style. The sets have handsome border decorations on white body with handles half covered with furnished coin gold. These sets are modestly priced at $42.50. Two-tone luster china tea sets at $9.74 of thin china with brilliant luster in attractive design, decoration and shape with black handles and four color combinations to select from, add to the enticing display of choice china in the extensive chinaware and glassware sections of the basement.

Housewares to please the thrifty housekeeper at astoundingly low prices are featured by H. C. Koch & Co., in a host of serviceable utilities. White enameled garbage cans at 89 cents; step ladders at $1.59; 3-piece aluminum sausepan sets at 57 cents; French fryers at $1.29; porcelain top tables, at $5.75; kitchen white enameled chairs at $1.89 and $2.39; electric percolators at $3.19; cabinet ranges at $35.00; hard wood covered ironing tables at $2.19; carpet sweepers at $3.29; glass towel bars at $1.29; rustless galvanized window refrigerators at $2.98, are some of the excellent values at the above outstanding prices. The uptown district is taking advantage of Koch sales which display attractions daily in useful and practical specials at unusual prices.

Reduced prices in china and glassware are offered at Stern Brothers, listing imported china and American porcelain dinner sets, and fine glassware in a large variety. High grade imported china dinner sets consisting of 300 pieces in several beautiful color, conventional border designs, with gold line edge and matt gold handles, open stock, specially priced at $59.50 show a noteworthy reduction. American porcelain dinner sets of 106 pieces at $16.95, decorated with medallion border and blue line edge and handles, bring beautiful dinner service within the modest pocketbook. Fascinating refreshment sets of clear crystal crackled glass, seven pieces, pitcher, six tumblers and sippers, including colored wicker basket with cretonne bottom, are lovely drinking sets at $4.95. Many other sets shown in the department are equally attractive at popular prices. In the lamp department on the same floor, there is shown a variety of compelling types of lamps and shades. Metal junior floor lamps at $15.95 with decorated ship and floral design parchment shade, table lamps, at $7.75, with silk or parchment shades to match the vase mount and wrought iron bridge lamps, at $3.95 with parchment shade in various colors and designs, are noteworthy examples of Stern values.

Nothing pleases the housewife more than a well stocked culinary department, as the up-to-date kitchen has become a conspicuous room in the modern home. M. L. Blumstein is offering a sale of housewares that includes the essential home utilities which appeal to the eye and pocketbook. White hardwood enameled ladder chairs at $3.95; round backed chairs, natural finish, at $1.25; pantry ladders at $1.00 and other chairs of fine construction at low prices are among the numbers. In the enameled ware class there are splendid values representing percolators at $2.75, dish pans at $1.55, covered saucepans at $1.29, tea kettles at $2.05, and a long list of other items equally low priced including galvanized ash cans, corrugated, priced at $1.00; white enameled hampers, at $1.95 and $2.94, cake chests of white enamel at $1.94, bread boxes at $1.00, white enameled bread boxes with rolled top, 89 cents, porcelain top tables at $9.89, split wood hampers with wood cover attractively stenciled at $1.00. These specially selected household articles demonstrate careful buying with a view to the needs of the discriminating shopper.

A long list of fall specials to interest those seeking right prices in quality glassware and china, will find an unusual assemblage at Gimbel Brothers in the departments devoted to these wares. Noting a few in these departments are beautiful iron flower stands, with copper bowl decorated with metal lead, priced at $2.95, serving both as an ornate object and useful floral holder; wide gold encrusted stemware, in new patterns of splendid crystal, including goblets, tall and low sherbets, cocktail, wine, iced tea, table and whiskey tumblers at 79 cents each; octagonal salad plates of six for $1.00, canary or crystal glass, beautiful in design and novel shape; peridot-green stemware, old English style, at 39 cents each.

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

THE Sixtieth Anniversary Old Time Exhibition of the Shepard Stores, Boston, was one of September's trade stimulators. The windows and one section of almost every counter on the street floor were converted for a week into museum cases, with bonnets, gowns, shoes, porcelain, glass, dolls and furniture illustrating the styles of 1865 and later. Nearly seven hundred objects were listed, from an old one-hoss shay to mustache cups and cut glass candle drip holders. An antique dealer's attractive colletion of early American dolls was there, and there were china dolls, wax dolls and cloth-bodied and wooden-limbed dolls lent by private individuals. Black pinheads were much more popular as dolls' eyes than now. English pottery predominated, one of the interesting items being the rectangular white Wedgwood cheese dish and cover, basket design. An early bicycle with wooden spokes, steel tires and pedals on the axle of the front wheel, which was the same size as the back wheel, stood on top of a partition between counters. Hundred of local firms, societies and individuals, made the success of the exhibit possible. Wanamaker and Strawbridge & Clothier in Philadelphia, have had similar exhibits. The Shepard anniversary will be continued through October 3, with a "Sale for the Home" on September 21-23 and a "Sale of Household Supplies" on September 28-30.

Frank Carney and Martin Zolle, with Lazarus & Rosenfeld's line, and Alfred Evans, with Meakin & Ridgway, were among the Monday arrivals at Young's Hotel. H. J. Godfrey arrived with fancy goods from George C. Kindt & Co., Inc.; Marque Bara with lamps from L. D. Bloch & Co., including a large variety of handwrought metal table lamps as well as metal and wooden floor lamps, and William Dick with brass, enamel, cloisonne and silk goods from Fo Sing Yuen & Co.

An item of thirty pounds of table glassware exported in June from the United States to Hejaz, Arabia and Mesopotamia, has some significance. Chefik Haddad Bey a young Bagdad business man, graduate of Cambridge University and friend of King Peisal, told your representative in Boston the other day that in Irak—as Mesopotamia is now called—they have no Arabic word for glass, but use the English word. That is because until a few years ago the people of Bagdad poured their drinking water out of earthenware pitchers into porcelain cups. In Egypt, on the other hand, they have used glasses much longer, and have coined an Arabic word (kobai, I think it is) for tumbler. But is that why we sent no glass to Egypt in June?

John P. Schellhaus, president of the Maryland Glass Co., Cumberland, Md., was in Boston last week conferring with H. P. and H. F. Hunt Co., his New England agents.

Among the salesmen in town last week were Harry L. Seixas, representing Edward Boote; Harry Burke, representing Theodore Haviland, and Charles E. Cardon, representing Graham & Zenger.

Harold Yerkes and "Al" Steinman of Kelly & Steinman came over the road from Deposit, N. Y., last week via Albany and Jacob's Ladder to Young's Hotel, and returned at the end of the week by the Mohawk Trail.

T. Fuse of the Fuse Co., returned from New York last week with new fancy pottery vases, convertible into lamp bases, and ornamental birds and figures in the same style. He also has a number of new shapes of salts and peppers.

Mrs. E. E. Wilgus is back at the office for the winter. She and Mr. Wilgus drove down from Highgate Springs, Vt., last Sunday.

Samuel M. Averill, buyer of lamps, and Percy D. Messenger, glass buyer, of Jordan Marsh Company, left Boston Monday night for two or three days in the New York market.

George W. Brownley, with thirty new patterns of Morimura dinnerware, was at Young's Hotel this week. Next week he plans to visit Baltimore and Washington. George Tonolla was here with samples of Morimura fancy lines.

Harry H. Thomas was here this week with current Roseville Pottery samples. The new "Vintage" and "Hexagon" lines are proving popular, he said. Next week he goes to Springfield and New York Central cities.

Francis H. Ruhe, Jr., New York, representing his father's imported glass and china, arrived at Young's Hotel on Monday.

OBITUARY

Mrs. Charles V. Daiger

Mrs. Lillian M. Daiger, wife of Charles V. Daiger of Charles V. Daiger & Co., lamp manufacturers, died in Newton on September 9. Burial services were held at Baltimore, Maryland.

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Exquisite French Glass Imported by Nathan Straus & Sons

THE creative genius of the French glassmaker is exceptionally well exemplified in the beautiful pieces of decorative glassware recently imported by Nathan Straus & Sons, Inc., and displayed in their showrooms at 119 Fifth Ave. The charm of these lovely works of art lies both in their coloring and the character of their decorations. The predominating colors are blue, orchid and orange. There are large and small vases, large bowls, a tall footed goblet-like vase and several very small pieces in the various colors. One design is worked out in two blues, a deep blue on a lighter, cloudy blue like the deep tones of a summer sky. Large round medallions in the deep blue, cut through in flower design stand out effectively against the lighter ground. These are joined together by heavy stemlike effect all joining in a narrow band at the top. The orchid design is a most exquisite one worked out in two shades. The motif is the conventionalized chrysanthemum, in the rich deeper shade against the lighter tone which has the same cloudy effect as the paler blue. The flower on its stiff stem rises from a bed of leaves about the base giving an effect of rich tone and line contrasts which is of great charm. Of a slightly different character are the vases with the orange predominant, bolder with vivid rather than the soft contrasts, fire colors or colors caught from a flaming sunset sky. One group combines two tones, reddish orange and yellow with the heavier shades at the base working up to the top in a floral motif. There is one group combining orange with blue against a cloudy yellow and another having the pattern in shades of orange and brown against the same yellow ground. Czechoslovakian artisans have their representation, also, on the tables of this importer in the shape of small interestingly shaped vases which combine, a green, yellow, and rose tints with a deep iridescent bluish green, giving the effect of large blossoms. American made glassware too must be mentioned. Flat powder boxes with perfume bottles attached to cover and candlesticks are decorated in green and blue combined with black and gold. A unique smoking set is treated in red, green and black with gold lines.

New Stemware from Economy Glass Co.

D. King Irwin, has opened several boxes of samples from the Economy Glass Co., Morgantown, W. Va., the contents of which make a decided addition to his display in the Fifth Ave. Bldg., New York. Two of the most interesting new numbers are the "Gloria" and "Sylvia" lines of stemware including tumblers, footed tumblers, sugars, creamers and bonbons. These are in crystal decorated with a colored band about 3/8 of an inch wide. Above and below this colored band are narrow bands in gold needle etched in a rich design. Both lines are in the wide optic and are exactly the same except for the color of the band, the "Gloria" having the amber band and the "Sylvia" the amethyst. Knobs of covered pieces match the band in color. There are also attractive combinations of etched gold bands with needle etched decorations on a wide optic body and several gold encrusted bands in rich design. A very distinctive, new fancy line, including salad plates, mayonnaise, baked apple, celery, bonbon and sugar and creamer are in octagonal shape with wide optic effect, the octagonal segments being outlined in gold with narrow gold band about the edge. This is very simple yet effective emphasizing, as it does, the octagonal effect. One box of samples revealed new apple green goblets, reproductions of old time, quaint, squat, low footed styles in three cuttings. These are of considerable charm and distinctiveness sure to appeal to the present-day taste.

Phillips Glass Co. Introduces a New Golden Rod Pattern

Horace C. Gray Co., 200 Fifth Ave., New York, are showing a new pattern in the stemware of the Phillips Glass Co., Cincinnati, O. Both shape and decoration of this line are new, the goblets tall and gracefully slender, the stem being in two sections separated by a colored ball, the same shade as the foot. Handles on jug are also colored and salad plates come in solid color to match decorations of stemware. The name "Golden Rod" fits well the lightly cut pattern which simulates the slender waving stalks of that lovely autumn flower. The design is especially adapted to the tall slender lines of the shape and is most effective on the crystal with touch of amber. Another attractive line produced by this company is in crystal with etched design employing a latticed band with floral clusters. Feet of tumblers, etc., are a lovely shade of green and all green salad plates come in the same cutting. A new powder puff set with powder box and two perfumes come in blue, green and rose delicately toned and graceful to please the fastidious.

Fred'k Skelton Showing New Stemware

Frederick Skelton, 200 Fifth Ave., New York, is showing some lovely new stemware from the H. C. Fry Glass Co., in the Rambler Rose and Minton designs in white and yellow gold incrustated bands. This stemware line is a new departure for the concern and their new samples are splendid examples of high grade table glassware.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

HILLMAN'S department store on State Street at Washington St., for many years a landmark on busy State Street, and owned by Edward Hillman, Sr., was sold last week to a syndicate composed of department store men from Des Moines, Ia., and Chicago. Details of the sale were not made public, but it was stated that the policy of the store, stocks and management would undergo no material changes for some time. Rumors that a new building would be erected immediately, were denied.

The S. S. Kresge Co. operating a chain of 5, 10 and 25 cent stores and department stores have taken lease on property located at 1637 W. Chicago Ave. A building will be erected for store purposes on the property which adjoins the building occupied by the Goldblatt Department Store. The lease was for 99 years.

The Northwest corner of Monroe and Wabash Ave., first three floors has been leased to F. W. Woolworth Co. This company now has fifty stores in Chicago and many more in the outlying suburbs bringing their total for the metropolitan district of Chicago close to 85 stores.

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A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Triangle 1000

Henkel & Best, lighting fixture and lamp house, have an attractive display, as well as their main offices, in the new Tribune Tower on Michigan Ave., at the Link Bridge. This company recently increased its capital stock from $75,000 to $125,000.

Recent Incorporations

Wingert Pottery Co., 5037 Foster Ave., has been incorporated with a capital stock of $50,000 to manufacture and deal in pottery and clay products. The owners of the company are Frank O. Voisinet, T. W. Stasch and Frank Wingert.

Rimkut Can Opener Co., 130 N. Wells St., has been organized to manufacture and deal in can openers, appliances and utensils for the home. Incorporators are Otto F. Hilgendorf, A. H. Loeck, L. C. Hilgendorf.

The Murano Glass & Mirror Co., 53 W. Jackson Blvd., is a newly formed company to deal in mirrors, glass novelties and furniture novelties. The owners of the company are Harry I. Bergman, Chas. Petranek and L. J. Schnal.

Riddiford Bros., Inc., 30 N. Wells St., are now manufacturing a line of brooms and cleaning utensils. The owners of the company are Arthur and Chauncey Riddiford. The company is capitalized at $25,000.

The Liberty Lamp Co., 365 W. North Ave., was incorporated last week with a capital of $10,000, to manufacture lamps, shades and parts and accessories for lamps. The owners of the company are V. and L. Chiara and Samuel Bovelli.

Chicago to Have Two Merchandise Exhibits

Announcements of two merchandise exhibits to be held in Chicago early next year came to our attention simultaneously last Friday. From January 18 to 30 the Third National Houseware and Home Furnishings Exposition will be held on the Mezzanine, first and second floors of the Sherman Hotel, and from February 1 to 6, the newly formed China, Glass and Gift Association will hold an exhibit on three floors of the same hotel, the Sherman.

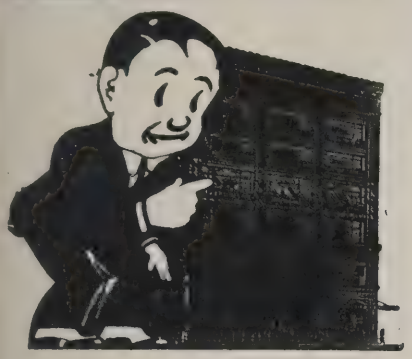
The China, Glass and Gift Association has been formed and incorporated not for profit, in response to requests from both the gift and china glassware fields for a mid-winter hotel exhibit which would embrace the new merchandise offered early each year by the makers of gifts,

(Continued on page 30)

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
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We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

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178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars
Phone Wabash 860

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THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

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Seneca Glass Co.	H. E. Rainaud Co.
Susquehanna Cut Glass	Shepherd Co.
National Glass Novelty Co.	Wood-Art Co.
Quaker City Cut Glass Co.	Burke Studios
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NATIONAL CHINA CO.
OWEN CHINA CO.

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FRENCH CHINA CO.

Office and Display Room

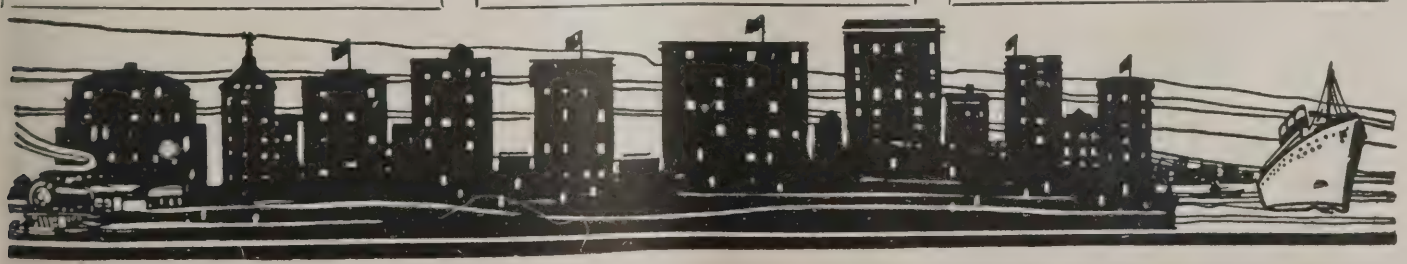
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MAKE THIS SPACE Sell Goods For You

For Rates
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SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

FOR SALE

FOR SALE very cheap, or will rent, small completely equipped odd pottery plant with dwelling at Metuchen on Pennsylvania Railroad. Two kilns. J. N. Rappaport, Tribune Bldg, New York, N. Y.

Glass Factory Activities

(Continued from page 24)

admitted by most all of the manufacturers. Larger specifications are being received for these lines, both department store buyers and jobbing interests being interested in the market. Distributors are indicating their desire for early shipments in some instances, while others are specifying October shipping dates. A rather large volume of business is being placed on the files for forwarding next month.

The glass manufacturers will show larger shipping records this month than for a considerable period of time. During July and August business was booked for September delivery, and during August and so far this month business is being received for October shipping.

As a whole, the general line of pressed and blown ware is in active movement. There is also much activity in the demand for decorated glassware and the specialty line. Orders for the decorated line are in rather active receipt from the retail buyers, although those manufacturers who have their distribution made through the jobbing interests are receiving no small amount of business from this source.

There is every reason for believing at this time that all pressed and blown factories will be operated on very active schedules until the close of the holiday buying period, and then will begin the work on orders for the January trade.

Larkin to Open Additional Retail Stores

Considerable interest is being shown within the pressed and blown glassware trade of the purpose of another nationally known mail order house to enter the retail field, this being the Larkin Co., Inc., Buffalo, N. Y. For some years this concern has been a large distributor of American dinnerware and glassware, and after its success in the mail order field was well established, it opened a retail department in Buffalo. Now another unit is to be opened by this company and in Chicago, according to information received here, the company having acquired control of the J. Oppenheimer Co., department store at Ashland Ave., and 47th St., Chicago. It is declared that perhaps other retail units will be added by this interest.

Chicago to Have Two Exhibits

(Continued from page 28)

glassware, china, lamps and housefurnishing goods. This show in a measure will fill the prominent position formerly held by the February hotel shows of the Glass, Pottery, Lamp and Housefurnishing Association of Chicago, but will also include the bigger element of the rapidly growing gift merchandise field. The officers of this new association were chronicled in our last issue. The board of directors consists of John F. Bowman, chairman, Martin Carlstein, C. M. Coopersmith, Walter Larsen, Mrs. E. D. Leavitt, Ben. Marcuse, L. B. Reitman, F. B. Tinker Wendell Wilcox. The publicity committee includes R. B. Kraetsch, Jack Dalton, Franklin Butler, Lucille Gilmore, W. W. Raleigh, and J. H. Smythe.

The National Housewares and Home Furnishings Exposition as indicated by its name will lean heavily to household equipment such as kitchen ware, electrical appliances, copper and brass goods, wire goods, bath fixtures and small hardware, as well as china, glass, art goods and novelties. The organization conducting this exhibit is unchanged from the First and Second Housewares Exposition, formerly held in January and July at the American Furniture Mart Building. Spearman Lewis is the Managing Director, A. R. Shaffer, associate director, and D. E. Crum is exhibit manager. The exposition is being moved from its former location in the American Furniture Mart this coming January to the Hotel Sherman upon suggestion of former exhibitors who desire the expansion of this going project.

Pottery Business Shows Increase

(Continued from page 22)

reports disclosing this volume. Jobbers are showing interest in obtaining sufficient stocks for their holiday requirements, and as a result carlot packing is heavier now than for quite some time.

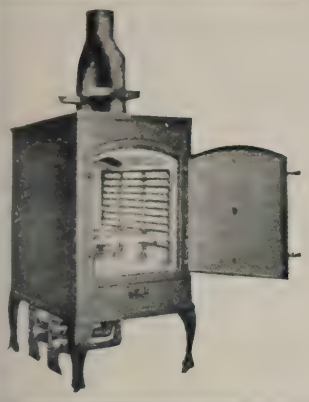
It is generally admitted that the September shipping record will be one of the best of the current year, as considerable business is to be forwarded, orders for which booked earlier in the season.

October shipping would be up to the usual standard for that month of the year, which will mean that all plants are working full.

OBITUARY

Charles H. Avery

Charles H. Avery, furniture dealer in Nashua, N. H., for more than fifty years, who turned over his large business and store building to old employees and retired last April, died at his home suddenly of heart disease on September 9. He was born in Ware, Mass., seventy-four years ago, entered the furniture store of J. W. Howard in Nashua, later formed partnership with the late C. R. Pease and since 1883 had been in business for himself. He leaves his wife and two sons.



PERFECTION KILNS

Oil or Gas

For Decorating and for Pottery

Construction based on Long Experience and Latest Scientific and Technical Knowledge

Durable—Economical—Reliable

B. F. DRAKENFELD & CO. Inc.

Sole Sales Agents

50 Murray St. New York

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

LET US TALK TO YOU ABOUT YOUR ADVERTISING.

ROBERT RAWSTHORNE COMPANY

ARTISTS : PHOTOGRAPHERS : ENGRAVERS
PRODUCERS OF DISTINCTIVE ADVERTISING
"Pittsburgh's Complete Advertising Service"
HEEREN BUILDING AT EIGHTH AND PENN
PITTSBURGH, PA.

HEADQUARTERS



HEADQUARTERS of the opposing generals at the battle of Gettysburg, one of the decisive engagements of the Civil War. General Lee, of the Confederate Army, directed his troops from the stone house, the commander of the Union Army, General Meade, issued orders from the house shown in the lower picture.

IN the ceramic industry field what factors must be observed to earn the title of headquarters? Insofar as feldspar is concerned it is the ability to give the quality that buyers demand, as well as the uniformity that may be depended upon.

Minpro No. 1 Feldspar assures the satisfaction of the user—both as to quality and uninterrupted supply.

Samples and analyses gladly submitted upon request.

The ROESSLER & HASSLACHER CHEMICAL CO.
NEW YORK

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

The Tie Up



WHEN you are advertising in newspapers any special values or merchandise which has out-of-the-usual features in quality, style or price, tie up your windows and counters with the newspaper advertisement.

Your newspaper or circular advertising will naturally describe and price the articles with the aim of interesting the reader to the extent that he or she will come to the store to inspect the advertised articles.

So can you not make this easier for yourself and for your customers by displaying the articles on a counter, in a case or rack (according to their nature)? Place or hang a display card reading:

"These Are the Articles Advertised in Today's Paper."

Also make a display of the same articles (or some of them) in your window, placing a card which reads same as card on the counter, case or rack.

The use of unshaded electric lamp bulbs is the outstanding evil of the electric lighting of the homes of the United States according to the Eyesight Conservation Council. This report is based on a national survey of home lighting conditions just completed which also shows that too many of the homes in the United States are poorly lighted.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
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Vol. 101 September 24, 1925 No. 13

AS THE EDITOR SEES IT

Danger to Regular Retail Trade Seen in "Sale" Prices

What is the far-reaching effect of offering merchandise to customers at a price noticably below regular cost? Does such a policy promote or retard the sale of regular merchandise? These are questions constantly confronting the merchandise manager with much to be said for and against the policy.

If you have an opportunity to wander about the department stores, with leisure to study the women shoppers and listen in on their remarks as they pause and look over merchandise, you will often hear, "Oh, Mary, don't you want to stop at the linen (or glass department, as the case may be)? You know you said you wanted so and so." The answer often is "Yes, I do need them, but I'll wait for a sale and get them cheaper." This is actually what has been heard several times. There is a woman in a small suburban town who buys her entire supply of toilet, laundry and kitchen soap at the yearly sale of a certain store. She won't buy any other time and always has her attic store room well stocked.

One authority writing on the subject in the New York *University Journal of Retailing,* says on this subject:

"It would seem that the offering of merchandise at a price stipulated to be decidedly below the regular price, without giving seemingly logical reasons for the lower price, results in buildings up sales resistance for the regular merchandise of a retail store. This type of advertising retards rather than promotes the sale of regular merchandise. It casts a reflection on the regular mark-up and deliberately focuses the attention of the customer upon a fictitious margin of 'profit' which the store actually does not make. It is to counteract the idea of this fictitious 'profit' this misunderstanding of the retailers' real profit —that stores are spending large amounts of money in advertising campaigns to educate the customer.

"Real sales promotion means increasing the customer's confidence in the regular stock carried in the department rather than the "selling of a large volume of merchandise at so much below regular price." The average customer purchasing an electric iron in a retail store has a feeling that she is paying something to the store to cover costs of selling. If, however, the special sale plan is followed, the customer is told that unless she waits for a special sale she is paying three or four dollars more on a seven dollar iron.

"If an item of merchandise is to be used as a 'loss leader' to attract customers into the store, its value should be stated in such a way as not to build up sales resistance for regular stock. The sales resistance for regular stock is, to a large degree, the result of the statements made by the store itself. We admit that our prices were high yesterday and will be high tomorrow in order to emphasize that 'today they are low.'

"British Goods Are Best," Says an American Machine

In last week's issue of the CROCKERY AND GLASS JOURNAL was shown an envelope that had come through the mail from England, bearing a stamp cancellation legend "British Goods Are Best." This brought a contribution from another reader. He forwarded a clipping from the New York Evening *World* which printed a news note from *The United Press* in which it was stated:

"An amusing slant on England's slogan 'British Goods Are Best,' with which postage stamps are cancelled has been received here.

"It appears that the machine which cancels the stamps with 'British Goods Are Best' is a machine of American manufacture.

"Post office officials when questioned as to why an American made machine was used, replied that no British-made machine had the speed or special cancellation features obtained on the American product."

This proves that the British are broad and willing to yield the palm to the victor in trade as well as sport and uphold their National traditions of fair play.

Ceramic Work of the Bureau of Standards

The education of the general public in not only the decorative value of chinaware, terra cotta, enameled ware, and building brick, but also in the qualifications which go to make a good product, has resulted during the past few years in an increased general interest in these materials. The same is true in the industry regarding such materials as refractories, drain tile, and allied products. This has resulted in an increased appreciation of the investigations carried out in industrial and scientific laboratories, and a consequent demand for reports from time to time on the results of both practical and scientific nature which are being obtained. To meet this demand the Bureau of Standards, Department of Commerce, has prepared a report on the investigations carried out in its ceramic laboratories on pottery, heavy clay products, glass, and enamels.

The report, amply illustrated, tells of work which is being done on the raw materials used in the manufacture of chinaware, and the effects which these materials have on the qualities of the finished product. The work now in progress to determine the factors which control the resistance of dinnerware to cutlery marking and the relation of general laboratory tests to the actual life of chinaware in service is also described.

Of particular interest to the industry is a report on the study of factors determining the viscosity of commercial glasses at working temperatures, and the relation of the composition of glass to its physical properties. There are also reports on several investigations dealing with the manufacture of vitreous enameled kitchenware (also known as granite ware), and with enameled table tops, enameled stove parts, and similar materials. The investigations which have been and are being conducted have greatly influenced the manufacture of this type of product from the standpoint of both economy and quality.

Of less interest to the average reader, since he is not so directly concerned with them, but of the utmost importance to the industry as a whole, is a class of products known as refractories. These include brick and shapes made from fire-clays, gannister, magnesite, and other materials. They are used in the production of all metals and in the portland cement, glass, o other industries. The bureau reports considerabl progress in the determination of the physical an chemical qualities which these materials of the fire clay type should possess, and has prepared specifica tions for their purchase.

The paper also contains a short description of th fellowships, which are being maintained by the indus try at the bureau, and a description of the work of routine nature which forms a necessary part of th laboratory activities of such an institution as the bu reau, maintained for the general service of the public

July Exports of China and Porcelain

Exports of china and porcelain ware from th United States for July showed a slight decrease fro those of June according to reports from the Depart ment of Commerce. Exports by countries are a follows:

Countries	Table, Toilet or or Kitchenware Pounds	Dollars	Other China and Porcelain Ware Pounds	Dollar
Belgium	—	—	—	—
Czechoslovakia	164	25	—	—
France	—	—	—	—
Germany	552	83	—	—
Greece	—	—	756	148
Italy	—	—	—	—
Malta, Gozo & Cyprus Is	—	—	130	20
Netherlands	—	—	—	—
Spain	1,156	120	—	—
Turkey in Europe	—	—	84	17
United Kingdom	147	74	125	104
Canada	9,735	3,459	14,086	4,424
British Honduras	12	2	—	—
Costa Rica	177	89	50	50
Guatemala	—	—	247	66
Honduras	—	—	16	10
Nicaragua	285	73	7	7
Panama	—	—	16	16
Salvador	—	—	—	—
Mexico	2,809	1,093	2,834	1,004
Newfoundland & Labrador	209	85	—	—
Bermuda	885	183	—	—
Jamaica	160	121	63	11
Other Brit. W. Ind.	518	88	266	57
Cuba	2,377	562	503	227
Dominican Republic	—	—	95	25
Dutch W. Indies	79	25	—	—
Virgin Is. of U. S.	—	—	330	50
Haiti	—	—	135	32
Argentina	2,970	363	85	25
Brazil	264	420	—	—
Chile	—	—	176	33
Colombia	—	—	894	145
Ecuador	—	—	—	—
British Guiana	—	—	—	—
Peru	22	19	710	324
Venezuela	2,500	434	200	12
British India	—	—	—	—
Java and Madura	—	—	—	—
Bolivia	—	—	414	85
Other Dutch E. Ind.	—	—	—	—
Hejaz, Arabia and Mesopotamia	20	11	—	—
Japan	—	—	143	500
Kwangtung, 1. terr.	—	—	85	11
Philippine Is.	—	—	2,715	1,456
Australia	162	264	—	—
British Oceania	—	—	65	37
New Zealand	—	—	—	—
British S. Africa	—	—	—	—
Egypt	120	12	—	—
Liberia	55	15	—	—
Total	25,378	7,620	25,230	8,896

Fruchterman Keeps His Customers

How One Suburban Merchant Built Up His Trade and Keeps It on the Increase

By Russell Raymond Voorhees

THE question of competing with the large stores of the near-by city is one which confronts every suburban dealer. Here's the experience of a merchant of Rutherford, New Jersey, located within a few miles of New York City, who handles among his other lines considerable china and glassware:

"It took us about two and a half years to get the people of this community to realize that they could do as well here as in the New York stores where so many of them had been in the habit of buying," says Louis Fruchterman, Jr., proprietor of the National Hardware and Housefurnishings Store. "In order to do it we did just two things. In the first place we ran specials from time to time, very frequently I might say. Then we had the different manufacturers of nationally advertised lines write to people whose names we gave them advising them that we carried their line. The manufacturers are very glad to write letters to fifty or a hundred of a store's customers and I have found this to be a very good way to bring the store to the attention of possible customers. We kept this up for over two years, about two and a half years and in that time were able to build up a good business from nothing. This store has been in existence for about three years and the last six months has shown a very satisfactory increase over any other six months business. I feel that we are just now coming to realize the value of that missionary work that we did for two and a half years previous.

"But it hasn't been only a case of getting them to try us. It has been work to keep them after we first got them to come here. In order to do that I have made it a point to see that every customer is treated better than she is treated in the department stores in New York. People soon come to realize this and go where they are treated the best. In this store we have two clerks besides myself. They are girls and they are the highest paid girls working in Rutherford. I pay more, demand more and get more. The result is that my customers are better taken care of when they come in to buy. I even go further than that. I buy books on salesmanship for my clerks and they take them home and read them. Then I watch them and if they make some little slip in making a sale I take them aside after the customer has left and show them wherein they failed and tell them what they should have done. In other words I train them to be better saleswomen and they like the idea very much. I do the same with the delivery boy that we use. I pay him enough so that I can get a good one and then I show him something about business.

"The people here are funny in many ways. For instance in sending out direct-by-mail advertising they want a two-cent stamp on it and they want it sealed. I have found that if advertising is sent out in this way the people will come in and buy in response to it. The people here are good buyers when you get them started. They have the money to spend and they are not afraid to spend it. The whole thing is to gain their confidence and do business in what might be called the better way.

"In selling to the people here I have found that they want to be told the truth about everything. And in addition they expect a lot of technical information about the things that they buy. For instance they want to know what a thing is made out of, how long it will last, the advantages of one article over another and so on. It takes a lot of effort to gain all of the information that they ask for but when once this is done then selling to them is not hard.

"Rutherford is not a price town as some might think. I would say that only about 25 per cent of the buying done here is done on a price basis. The other 75 per cent is done on a quality basis. I sell many nationally advertised lines which proves what I said about quality merchandise being in demand here. I find the people are better satisfied with these nationally known and advertised lines. If something proves unsatisfactory I replace the article at once right from stock because the manufacturers want me to do it. The customer has no long wait and is always satisfied. I use the window to feature these brands very frequently so that the people will continue to call for them. The window is a very good medium for the housefurnishings dealer to use to build up his business in a commuters' town.

"I carry as many exclusive lines as possible. I find it builds business, does away with competition and eliminates exchanges. With exclusive lines I am not called upon to exchange something that was purchased somewhere else except in rare instances. The brand betrays where the goods were purchased.

"The way to make money in a commuting town like this is to watch the stock carefully and get the turnover. I would rather have a call for a thing and not have it than to have six or eight of a thing on the shelf collecting dust. If a thing doesn't move here I chase it out without delay. I get eight turnovers a year so you see nothing has much of a chance to stand around here. I go through the stock every three months and everything that I find isn't moving I put out at a sacrifice and get rid of it. If a thing doesn't move in that time at least twice then I'm not interested in carrying it.

"It is possible to do a cash business here. I do. My business runs from $700 to $800 a week on a cash basis. If I wanted to extend credit I could easily do $1200 a week business but I believe that a cash business is better. The people want credit here but if it is not given to them they will buy just the same providing you have what they

want. Of course there are a few exceptions but the amount of credit business that I do is so small that it isn't worth considering.

"So called high pressure salesmanship cannot be used in a town like this. The people resent it. That may be alright in the city but city salesmanship doesn't work here. Frequently we may suggest a cake box if the customer wants a bread box but unless she shows some interest in seeing one we let the matter slip with just a suggestion. Sales simply cannot be forced.

"The best selling items as far as I have been able to find from my experience are garden tools and ash cans. Last year I sold between 600 and 700 ash cans which I believe is as many if not more than some of the New York department stores sell in a year. Ash cans seem to sell better here than anything else. Why that should be, I cannot say.

"Housefurnishing business can be gotten in a commuters' town if the dealer will go after it and be patient to take time to build up a business. It cannot be done over night but constant advertising together with constructive merchandising will win out in the end every time."

Not bad advice for any merchant anywhere, constant advertising and constructive merchandise methods. Certainly it proved worth while in Rutherford.

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX

Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

PETTY CASH

(This is the seventh instalment of a series of talks on retail methods.)

Thomas W., of Pawtucket, R. I., wants an outline for handling of Petty Cash.

Answer: There are two distinct methods for handling petty cash accounts. The method most commonly used is a record of cash expended which is from time to time replenished by new funds. Your bookkeeper is supplied with a certain amount of money, from time to time, which is charged on the general ledger to a "petty cash" account. For each expenditure a receipt must be procured. This receipt is immediately entered in a petty cash book by showing the total amount of the expenditure in the first column and the type of the expenditure in an expense column previously provided for. The last column of this petty cash book should be reserved for a record of cash received. Thus the difference between the first and last column represents the amount of petty cash on hand, while the cross total of the other columns should equal the footing of the first column. Petty cash slips should be consecutively numbered and O. K.'d by someone in authority. They also should describe shortly the type of expenditure, such as carfare, postage, etc. The expense columns of the petty cash book shoud bear corresponding headings. A petty cash book would look somewhat like this:

Date	Slip No.	Description	Amount	Expense Carfares	Expense Postage	Expense Misc.	Cash Received
Sept. 21							10.—
Sept. 22	16	Carfare	—.20	—.20			

Assuming that the above entry is the beginning of a period, the cash received and charged to petty cash would be $10 and the balance on hand would now be $9.80. Entries of course are continued all throughout the month and at the end of a period postings would be made to general ledger, such as:

Debit: various expense accounts with the totals of each expense column.

Credit: petty cash account with the total of the first (amount) column.

In the petty cash account of the general ledger was a previous debit balance, which has been increased by postings reflecting the total amounts of moneys given to the petty cash fund during the month. This posting was made from the cash book. The difference between debit side and credit side of the general ledger petty cash account reflects, consequently, the cash on hand at the end of the period and should be proved by counting the actual cash on hand. Discrepancies should subsequently be adjusted, if necessary, by additional entry. If there is a shortage, a petty cash slip should be prepared for the difference and entered as the first entry of the following month. An overage (this very seldom happens) should be adjusted by passing the credit entry to expense account and a debit to general ledger account petty cash. This may be done either through the journal or by making a supplemental entry at the foot of the summary page of the petty cash book.

Another, perhaps simpler form is, to supply the bookkeeper with an imprest fund for petty cash. Any expenditures made must be supported by petty cash slips as illustrated above. After the amount of the imprest fund is either fully or nearly exhausted, all petty cash slips covering the period are entered in the petty cash book as shown above, then they are used as supporting evidence for a reimbursing check in amount of the total of the petty cash slips. The petty cash account is automatically brought up to its original total. The expenditure is thus expressed in the form of a check, shown in the cash book. No further entry is made in the general ledger account, petty cash, but the debit entry of the reimbursing check is directly posted to the various expense accounts.

Next week's instalment, No. 8, will deal with accounts receivable.

According to the Federal Reserve Board, retail sales in New England during July were 3.4% ahead of July, 1924.

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Fenton Art Glass Co. Introduce Novel Vases

WITH the holiday times approaching the buyers are on the lookout, as usual, for interesting gift lines. Suitable for the demands of the season are the new violet vases of the Fenton Art Glass Co., Williamstown, W. Va., and shown by the Horace C. Gray Co., 200 Fifth Ave., New York. These are made in a fan style, low footed in just the shape to hold the dainty violets. These come in Florentine colors, green, gold, also in green and blue clear glass. Taller vases—just about twice as high—also fan shaped, come in blue, pearl and gold. Narrow cigarette holders combined with attached ash trays come in Florentine blue. There is a larger receptacle of the same type suitable for cigars and circular or cup-shaped holders, also with tray attached in transparent blue. For fancy table use there is a multitude of styles and colors from which to make a choice. There are several lovely bowls in iridescent topaz, an exquisite shade, shallow floating bowls, cupped bowls with wide flare and a large salad bowl with pate to match. One very good number is a nut set consisting of one footed bowl with six small individual cups. In the same color comes a sweetmeat set divided into four compartments with removable center cup. This also comes in blue. A mayonnaise bowl deeply fluted comes in iridescent topaz and gold, blue and green. A line of bowls and other fancy pieces in solid jade and solid black offers a splendid assortment of beautifully modeled items such as lily bowls, comports, high and low, console sets, etc. Some of the bowls have "Moonshine" bases. Some of the candles also are in jade with "Moonshine" base. There are other cracker and cheese sets, sandwich trays, bon-bons, banded salvers, vases in lovely shades, wisteria, iridescent Florentine colors, pearls, etc., all tempting to buyers seeking exquisite colorings and graceful lines.

"Coronado" Shape Makes a Record

The trade has witnessed during the last nine months an incident in merchandising domestic dinnerware that is most unusual, reference is made to the "Coronado" shape introduced by Knowles, Taylor & Knowles, last January and which has been featured extensively in department store advertising. Soon after first shipments of the new shape, had been received by eastern department stores, and some stores in the west, department managers began to make a special feature of it. Much newspaper advertising resulted. Instance the half page advertisement of the William F. Gable Co., Altoona. In this appeared a full size cut of a "Coronado" plate, and numerous other four-inch cuts of the shape, featuring different decorations. The Macy Store in New York has been featuring this shape in a similar manner as has the Crowley, Milner Co., Detroit, Mich. While this local display advertising has resulted in an exceptionally steady movement, the publicity has been beneficial in another way, and has compelled dealers in far away communities to send direct inquiries to the K. T. & K. company about the shape. The "Coronado" shape is one that can be illustrated in an advantageous way. The newspaper cuts bring out its distinctive lines, not possible with a plain shape. "We have 18 kilns running steadily on this shape, and they will be working many months to come to fill orders now on file," said John B. McDonald, manager of sales. "Women are taking to the shape like wildfire." This shape worked out with many decorations is displayed in New York by E. W. Hammond.

New Dinnerware Patterns Ready for Fall Trade

Snappy fall days means increased shopping on the part of madame who in planning her winter's social activities looks over her stock of china and glassware with a view to replenishment. This means the buyer must keep his shelves stocked with the newest in these commodities. The National China Co., Salineville, O., recognizing this fact are offering several new dinnerware patterns of charm which are being shown by D. King Irwin, 200 Fifth Ave., New York. One has three floral sprays, one large and two slightly smaller and different in character. These are on the rim running onto the verge. The central decoration combines the three sprays into an attractive medallion. A butterfly hovering over the largest spray, adds a touch of action to the pattern. Colors are blues, rose, tomato red, pink, touches of lavender and black and green foliage. Another pattern employs two conventional medallions in black and yellow with pink rose center and blue and pink flower festoons at each side. These medallions break into a blue hair line about one-half inch from the edge. A blue edge and blue tracings on cover knobs and handles add to the general effectiveness of the design. Still another decoration shows three wide medallions on the rim which break a blue hair line just inside edge of rim. Medallions are made up of floral sprays in deep powdered rose and blue with green and tan leaves with touches of black colors are rich. The center decoration adopts this floral motive effectively. A new bird pattern in the center of a plate combines a large tree-like spray with flowers in soft rose tones. A blue hair line at verge and edge make a charming addition and three sprays on rim of plate show same blossoms as in center. These new designs are all strongly appealing as to color and line.

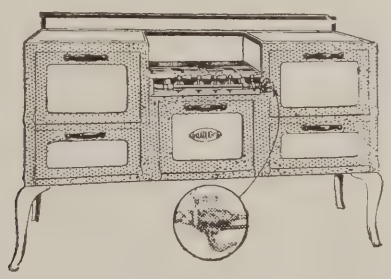
In the Household Utility Aisle

Some Practical Aids for Easier and Better Housekeeping—Time Savers and Labor Lighteners That Appeal to Busy and Discriminating Housewives

By Beatrice Miller Wisner

Cabinet "Heart of the Kitchen" Unique Gas Range

SINCE the modern kitchen has become a display room of the home, it behooves every painstaking housekeeper to be on the lookout for an attractive, efficient and reliably constructed gas range. The L. A. Althoff Mfg. Co., Inc., La Porte, Ind., manufacturers of the "Headlight" line of gas ranges and stoves, has put out an especially fine gas range styled "The Heart of the Kitchen." In this excellent type of gas range, there is a most desirable feature, the cabinet, which is built in the range and affords ample room for kitchen utensils. The shelf in the top of the section is designed to accommodate chinaware, groceries, etc. Every far-seeing housewife will rejoice in the "Heart of the Kitchen," as it not only adds beauty to the culinary department but also conserves space. The cabinet saves many steps in placing utilities on shelves, often far above easy reach. The "Heart of the Kitchen" ranges come in several styles and sizes, and are up-to-date in design and construction. They are made



throughout according to A. G. A. specifications, with the latest improved ideas in gas range manufacture. The thermostatic heat control regulates the heat to any degree desired and is absolutely automatic and trustworthy. One of the "Heart of the Kitchen" models is a combined gas and coal range, thus affording a valuable combination for either kind of fire cooking. The fine appearance and sturdy construction, together with the best knowledge of gas range building, has popularized the "Headlight" gas ranges and stoves in many communities. The illustration herewith, gives a good idea of the commendable features of the "Heart of the Kitchen" gas range.

Burns Bread Knife a Real Cutter

To begin the day right with the "staff of life," means to serve bread cut in appetizing slices. Breadwinners should at least be started on their daily tasks with meals prepared tastily, in order that they may survive the trials and disturbances of the grind and turmoil. There is scarcely a meal in the American home that does not rely upon bread as its most substantial and healthful support, and a bread knife that will cut readily and without jagging is an absolute necessity for table service or in the culinary department. The Burns Mfg. Co., Syracuse, N. Y., is offering a most desirable bread knife, pictured herewith that is said to cut bread evenly, quickly and in thin, tasty slices. This knife has a feature which has sustained its ready sale—the serrated edge, which cuts with every motion



of the hand, leaving clean slices without tearing or distributing crumbs. The knife is attractive, substantially made and is a household necessity of high merit. Every woman who knows the value of daintily cut bread will at once appreciate the Burns bread knife, as its serrated edge will last for years and can be easily resharpened by simply rubbing the smooth side of the blade on a whetstone.

New Thought in a Stainless Steel Can Opener

There is no more vexatious kitchen instrument than a poor can opener, as its various uses brings it before the housewife almost daily. Therefore, when a new idea in the manufacture of an efficient can opener is conceived, the ambitious housekeeper will see to it that the product is in her possession. The Taplin Manufacturing Co., New Britain, Conn., has put on the market their original conception—a stainless steel blade can opener, which is claimed by its sponsors to do its work rapidly and with accuracy. This sturdy, healthy lifter of the 'tin-can-lid"



illustrated, is offered in two attractive styles; with sanitary white handle finely finished, or with handsome rubberized handle. The above firm are also makers of a new designed toy egg beater, styles the "Betty Taplin" toy egg beater. This excellent toy is a worthy gift for any child, as it impresses the juvenile mind with the value of household articles at an early age when it should be taught the necessity of becoming familiar with culinary tools in order to take up home duties later in life. In this splendid little toy, the design and workmanship is said to be equal to the adult size egg beater. It is salable in toy and gift shops, department, hardware and drug stores, and is equally popular at the Holiday season, or all-year.

CAUGHT IN THE NEWS NET

THIS country always makes friends of its visitors from British shores. J. P. Thorley, director of Allerton's, Ltd., England, who is making his first visit to this country and plans to leave somewhere about the last of this month, is most enthusiastic in his praise of our cities and people. He says that as the result of his visit here he will send over within the next six months several new designs in dinnerware, especially adapted to meet the American market, which he has been studying seriously while here. Mr. Thorley spent two weeks in Canada and while here was entertained by all of the various "Millers" of Maddock & Miller, Inc., who represent Allerton's in this country.

J. A. Goslyn, who has come from Burslem, England, to assist Fred C. Reimer in selling the Burgess & Leigh line of dinnerware, vases, bowls, etc., which he represents in this country, left New York for Boston, to remain at least a week. He has two huge trunks filled to the limit. E. Rosenthal, one of Mr. Reimer's representatives, is with Mr. Goslyn, introducing him to American ways and to American buyers. Mr. Rosenthal has with him three trunks, containing samples of goods from the various factories which are carried in stock by Mr. Reimer.

Joseph Wallace, buyer and manager for Sperry & Hutchinson's china and glass department, says he has six men on the road selling their products and he goes to Boston every other week himself. Business is most satisfactory in both domestic and imported goods. Mr. Wallace expects soon to move his family from Boston, where he has resided for some time past.

Hans Endres, formerly with Bawo & Dotter, now located at 16 East 17th St., New York, where he conducts an import business, has just returned from a trip to Germany. He has brought back with him a number of novelties, fancy goods, toys and several lines of chinaware. Mr. Endres found conditions in Germany improved, but there was still a feeling of uncertainty for the future.

E. B. Hill, the well-known traveling representative for the Duncan & Miller Glass Co., Washington, Pa., who formerly made his home in Chicago, has removed to Washington in order that he can be in direct touch with the factory when he is not on the road.

The host of friends in the trade of W. T. Darden will regret to learn that he has been seriously ill with appendicitis for the past two weeks. He was operated on at the Mercy Hospital, Chicago, last Thursday and is now making very satisfactory progress on the road to recovery.

F. F. Brown, china and glassware buyer for the Broadway Department Store, Los Angeles, Calif., registered at the Prince George Hotel last Saturday, for a week's stay to place orders for his firm. He states that conditions in Los Angeles are exceedingly good in all department stores, in many cases this year's business exceeding that of last year.

The many friends in the crockery and glass field of Vincent S. Mulford, of the *Jewelers' Circular,* will grieve to learn of the sudden death of Mrs. Mulford, who passed on at their summer residence, Southampton, L. I., of typhoid in her forty-sixth year.

S. H. Slobodkin, New York representative of the W. S. George Pottery Co., Canonsburg Pottery Co., and Atlantic Cut Glass Works, returned on Tuesday from a week's trip through New England.

E. W. Heisey, president and general manager of A. H. Heisey & Co., Newark, Ohio, was a visitor in New York on Monday of this week, calling on Wm. J. Kennedy, New York manager for the factory.

Michael Hanrahan, formerly buyer for W. H. Whitney & Co., Albany, N. Y., has accepted a position with Hearn & Son, New York, as assistant to H. J. Wyman, buyer of the concern's new china and glassware department, which they plan to open about October 1st.

R. W. Nevins, who was buyer of china and housefurnishings for Meekin, Packard & Wheat, Inc., Springfield, Mass., resigned his position last week. His plans are not yet announced.

M. Nathan, who has been buyer of housefurnishings, china and toys for L. M. Blumstein's, 125th St. store, New York, has taken over the buying for the same departments for the 150th St. store.

Mr. Wheelock, of the C. E. Wheelock Co., Peoria, Ill., who has been in New York visiting the china and glass markets for a week or so, left for Peoria Wednesday of this week.

Ben Mehlman, buyer for the Boston Store, Milwaukee, Wis., who has been buying in New York for a week or so left last Friday for his "home" town.

W. S. Anthes, with Herman C. Kupper, Inc., New York, returned last Saturday from a two weeks' trip to Philadelphia, Baltimore and Washington.

Fred C. Reimer, New York, has at last started off for Chicago and the West coast, with his four trunks containing samples from four different factories. He expects to make a record trip.

Leander E. Walters, with Ferdinand Bing & Co.'s Successors, New York, was married last Saturday to Miss Edith Muir, of Brooklyn. We wish the young couple every happiness the world can offer.

July Exports of Earthen and Stoneware

Commerce reports on exports of earthen and stoneware for July show a large increase over those of June in table, toilet and kitchenware. Other earthenware and crockery exports decreased slightly. List of exports by countries are as follows:

	Table, Toilet or Kitchen Ware		Other Earthen, Stone and Crockery Ware	
Countries	Pounds	Dollars	Pounds	Dollars
Esthonia	—	—	115	17
France	—	—	—	—
Germany	40	10	—	—
Netherlands	—	—	—	—
Russia in Europe	630	101	—	—
United Kingdom	145	40	4,288	605
Canada	3,502	625	1,031,096	16,555
British Honduras	12	4	555	32
Costa Rica	—	—	1,282	118
Guatemala	—	—	—	—
Honduras	2,141	652	1,453	335
Nicaragua	1,020	117	708	67
Panama	686	70	30,328	961
Salvador	—	—	—	—
Mexico	4,055	1,099	294,704	6,454
Miquelon & St. Pierre Is	—	—	—	—
Newfoundland & Labrador	—	—	3,060	40
Bermuda	98	8	—	—
Jamaica	100	51	—	—
Trinidad and Tobago	—	—	110	14
Other Brit. West. Ind.	658	109	1,267	137
Cuba	8,745	1,356	1,823,911	35,135
Dominican Republic	262	57	1,613	215
Dutch West Indies	102	15	—	—
Haiti	—	—	4,650	84
Virgin Islands of U. S.	—	—	336	19
Argentina	—	—	866	490
Bolivia	—	—	350	46
Brazil	—	—	—	—
Chile	—	—	520	218
Colombia	163	45	16,401	457
Ecuador	—	—	—	—
Peru	4,936	1,689	810	167
Venezuela	176	40	846	134
British India	—	—	—	—
Straits Settlements	118	13	—	—
China	—	—	1,138	255
Chosen	—	—	—	—
Hongkong	—	—	89	148
Japan	—	—	8,128	817
Philippine Islands	1,440	290	440	180
Australia	—	—	722	105
British Oceania	—	—	180	12
Other Oceania	—	—	155	39
British West Africa	458	130	—	—
British South Africa	—	—	1,067	74
British East Africa	75	16	—	—
Other French Africa	102	10	—	—
Total	29,664	6,547	3,231,188	63,930

Program for 1925 Chemical Exposition

The program of meetings, speakers, moving pictures and other events to be held in conjunction with the 1925 Chemical Exposition during the week of September 28th to October 3rd at the Grand Central Palace, New York, has been completed with the exception of a few last-minute additions and revisions. Altogether, about a dozen leading associations in the American chemical and allied industries are taking part in some feature of the Chemical Exposition. Among the speakers will be a large number of the leaders in American chemistry and in associated fields. Co-operation from the U. S. Army, the U. S. Department of Agriculture and the U. S. Department of Commerce, in addition to the chemistry departments of a score of American universities, will complete the representation of Chemical America at the Exposition.

The completed program of activities to be held in conjunction with the Exposition follows:

Program to consist of four meetings to be held at 10 o'clock in the morning of each day from Tuesday, Sept. 29 to Friday, Oct. 2, inclusive. The first three meetings will be in Rumford Hall at the Chemists' Club and are to be devoted to a symposium on Motor Fuel and Oil Conservation. The last or fifth session of the American Chemical Society meeting will be held on Friday evening, Oct. 2, at 7 P. M. at the Faculty Club, Columbia University, as an informal dinner and smoker. The speaker of this meeting will be Dr. Alexander Findlay, University of Aberdeen, Scotland.

The general theme of the papers for the program of the American Ceramic Society is the value of having students study products and product requirements in the collegiate ceramic courses.

Speakers will be Alexander Silverman, Charles W. Hill, M. C. Booze, R. D. Landrum, A. P. Potts, F. H. Riddle, W. K. McAfee, Jane Hoagland and Edmund D. Curtis, Richard F. Bach.

Dr. E. Ward Tillotson of Mellon Institute, President of the American Ceramic Society will preside.

A reel "Story of a Glass Bottle" by the Illinois Glass Company will be shown.

Sessions in one week course in chemical engineering fundamentals and practice, primarily for students of chemical engineering at universities and colleges, will be held daily from Tuesday to Saturday mornings inclusive, beginning at 9:00 A. M. in the auditorium at the Grand Central Palace. General addresses will be given each day at the opening of the session as follows: Tuesday—"Application of Research to Industry" by Dr. Arthur D. Little; Wednesday—"Sources of Information for Chemists and Engineers" by Dr. H. E. Howe; Thursday—"Buying and Selling the Products of Chemistry" by William Haynes; Friday "The American Chemical Industry of To-Day." After the general address has been delivered each day, the students will separate into two groups, where among others the following programs will be conducted:

New Designs in Shapes and Patterns Will Be on View August 15th

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Illustrating our No. 310 Open Stock Pattern. One of many "live sellers," shown on the attractive "New Princess Shape."

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COLOR! COLOR!

COLOR!



Longchamps—One of the Beautiful LORRAINE WARE Patterns

LORRAINE WARE
Has Pioneered This
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LONGCHAMPS, Piccola, Vosges Flowers, Obernai, Rusticanna—all are Fondeville LORRAINE WARE Patterns, from the famous Sarreguemines Pottery, which fulfill so well the present demand for COLOR IN DINNERWARE.

The gay and beautiful colors incorporate perfectly with any decorative scheme. The hand painted floral designs are superbly underglazed against their soft ivory background.

THIS IS FINE DINNERWARE—IN ACCORDANCE WITH THE VERY MODE OF THE MOMENT.

YOU SHOULD SEE IT! DROP US A LINE NOW!

A. J. FONDEVILLE & CO.
Sole Importers of Lorraine Ware in U. S. A.
24 West 23rd Street New York City

Work Scarce So Britons Play

An item in the CROCKERY AND GLASS JOURNAL of September 23rd, by William S. Pitcairn, relates how he, as an outside observer, saw conditions in England during his recent visit. This item was evidently seen by Englishmen, some of whom did "read, mark, learn and inwardly digest," with the result that a slight divergence of opinion was apparent.

One reader, J. A. Goslyn, a representative with the well known potters, Burgess & Leigh, Burslem, England, who is visiting this country in the interest of his employers, said: "Why shouldn't the poor devils get a little enjoyment? A movie costs them the large sum of one shilling (24c) and a football match nine pence (18c). I go whenever I have a chance and play tennis whenever I can, although I'm not what you call a movie fan."

The CROCKERY AND GLASS JOURNAL representative argued that Mr. Pitcairn did not mean he grudged any man fair recreation, as he himself is quite a golfer. But he does not neglect his business for golf, and did not like to see Britishers neglect business for pleasure.

Mr. Goslyn said that there are "at least 15,000,000 people too many in England and there is not enough work to keep all the people busy all the time. So after all what better way could they use their unemployed time, than by either taking part in physical contests of skill, or watching others contest in sporting games or viewing good movies."

The unemployment of a great number of people is enforced by conditions in England and in order to offset this, and so there shall be the least discomfort to those out of work, the "Unemployment Insurance Act" was passed by Parliament.

The act forces every man, during employment periods to pay to the government about five pence (10c) per week to this unemployment fund, and during the same period of employment his employer must pay to the government about 4c for each employee. The government further adds to the fund about three pence (6c) for each person employed in all the factories. Thus a fund is being built up for the men to draw upon when there is no work for them—a sort of insurance fund contributed to by all classes.

When unemployment sets in, the workman must immediately notify the local government agent of the fact which has to be verified by his employers, if he is to receive the "dole."

For the first week he receives nothing, but on the second week if a family man he gets one pound a week for himself, ten shillings for his wife, three shillings for the first child and one shilling for additional children. A single man gets 15 shillings and an unemployed woman twelve shillings and six pence.

By the arrangement, a married man with three children will receive one pound and fifteen shillings a week which

(Continued on page 31)

Spode's "June" Pattern



Illustrating a beautiful specimen of old Spode design, on the Flower Embossed shape, colors painted under the glaze in green, orange and red enamels, against an ivory ground, giving a charming effect.

Full dinnerware carried in open stock in New York.

Send for samples and prices.

Copeland & Thompson, Inc. 205 Fifth Ave., New York



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			Per 1000
12-15 ctm.	1250 bulbs per case	.....	$12.00
13-15 ctm.	1250 " " "	.....	17.50
14-16 ctm.	1000 " " "	.....	19.00
15-17 ctm.	800 " " "	.....	20.00

The above prices are F.O.B. New York, packed in regular standard cases and we can make immediate delivery in any quantity desired at the above prices. We specially recommend the two larger sizes for Bowl-Pebble culture. We can also furnish a high grade Pearl Pebble in neat card-board packages of 1 lb. each packed in cartons of 36 packages at the special price of 10c per package. Retails for 25c.

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Write for our general catalogue, Seeds, Plants, Bulbs!



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



ALL flint glass concerns are now actively engaged in developing new lines for 1926. In some instances first pieces have been made, while in other cases models have been made, and moulds have been ordered. The majority of the items that will be featured during the next January exposition at the Ft. Pitt Hotel will run strong to special items. Here and there a new tableware line will be shown, but these will be in the minority. In fact glass manufacturers are not developing tableware lines like they did as late as even 10 years ago. The general rule now is to add to certain lines, and the development of specialties. There is reason for believing that colored glass will again be a strong leader during the 1926 glass exposition. A number of factories featured such lines last January, and throughout the year the demand for such offerings has been good.

Lighting glassware is in better movement than for some months, so it is related by the management of the factories making these items. Shades are in better demand now than for many months, and some of the factories manufacturing these lines are in better production than heretofore this year. Lighting goods stores are rather heavy purchasers of the entire line of shades and globes. These same distributors are also buying rather liberally of the portable line, but the popular priced lines seem to be in best request. The distributors are interested in early shipments, and a considerable volume of this line is now going forward.

It was interesting to note during the last few days the activity in the stock of the Hazel-Atlas Glass Co., Wheeling, W. Va., which sold up to 39½ a few days ago—the highest market this issue sold at since 1923. During the last two months this stock has made slow but steady progress, and the price tendency has always been upward. Increasing confidence in the management of the company is reflected in the activity of the shares, and it is mute evidence that the company has been able through its management to keep production on a steady basis notwithstanding the business depression noticeable during the last few months. All factories of this company are now on active production, and the demand for its entire line at this time is steady.

Glass salesmen traveling York state have advised home offices that the new Hens & Kelly Co., Inc., department store, Buffalo, N. Y., will be opened to the public within a few weeks. The new store has been erected at a cost of $1,000,000 and as a result the firm will feature larger stocks of glassware and dinnerware. Considerable new glassware and dinnerware has been received for display during the opening weeks . This firm also proposes to add a furniture department, but the latter will not be opened until after the New Year. Construction work on the new store has been going on for about two years.

The L. E. Smith Glass Co., Mt. Pleasant, Pa., is making a special feature this fall of a colored glass ice cream and sherbert set, with plates to match. The plates are octagon in shape, and different colored glass is being used. The item is one of the specialties brought out by this concern, and is being made a leader in many department stores.

Those shops featuring decorated glassware are reporting a rather heavy demand for the entire line, both for fall merchandising, and with considerable new business being received for the holiday season. The blown lines are in very heavy request, and especially the gold decorated blown and stem lines. Several of the decorators have been placing new designs of decorations on the market of late, and these are being shown for delivery for the holiday trade.

The new firm of Wasman & Co., has been formed at Philadelphia, Pa., to deal in glassware. The charter application has been filed by Leighton P. Stradley of 1429 Land Title Building, Philadelphia.

Glassware Continues in Active Demand

Activity in the demand for flint glass lines continues seasonable, according to reports gleaned from factories featuring these lines, and in the opinion of those in charge of sales departments, factories will be continued on seasonable production throughout the balance of the year. All lines of trade featuring flint glassware are interested in the market, and this situation has resulted in a steady receipt of new business with all such plants.

Blown ware is in very good request, and considerable advance business is on file with all manufacturers of this line. September shipping is surpassing records for previous months, and there are indications that the volume of October shipping will be the best of the year. Holiday goods will begin to go forward next month, while early fall orders are now being forwarded.

In the lighting glassware section, an increase in

(Continued on page 30)

From PICTURE-BOOK to SALES BOOK

Nursery china brightens up your display shelves with its picture-book decorations, but it does not linger long. *It sells quickly.* A good staple, that you will re-order many times.



WINTERLING makes this splendid ware in his Bavarian potteries. We know it is so high in value and low in price that it is good all year 'round.

Original packages available at once.

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH AND SIXTH FLOORS, 49-51 W. 23RD STREET, NEW YORK CITY

Chicago Permanent Showrooms—130 N. State St. Also Amer. Furniture Mart, Sec. A-8, 2nd floor.
Eugene Blum and John H. Ling in charge.

Smith Ceramic Studios, Inc.

901-9 Monroe Ave., Rochester, N. Y.

Originators of

Unusual Creations in Decorated China and Glassware

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York

Best Values in JARDINIERES



Vases, Candlesticks, Bowls and Novelties

SEE YOUR JOBBER OR WRITE US

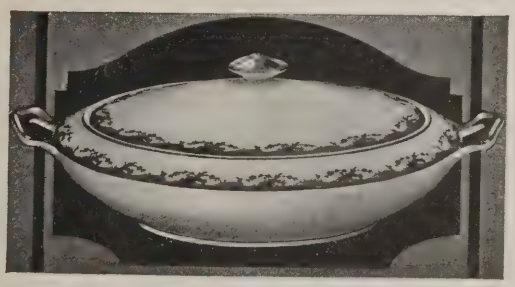
THE BRUSH-McCOY POTTERY CO.

ZANESVILLE, OHIO

N. Y. OFFICE—COX & CO., 120 FIFTH AVE.

We make the "LINES THAT SELL."

National Quality



Virginbrook Pattern—La Rosa Shape

Complete Line of New Decorations on Display by the following Representatives

D. KING IRWIN,
200 Fifth Avenue,
New York

E. J. NICKEY,
204 Grand Ave.
Milwaukee, Wis.

F. A. MINER,
5 Prospect St.,
Rochester, N. Y.

E. E. WILGUS,
10 High St.
Rms. 301-4. Boston, Mass.

EARL W. NEWTON & Associates,
9 N. Wabash Avenue,
Chicago, Ill.

The National China Co.

SALINEVILLE, OHIO



WHAT THE POTTERIES ARE DOING



WITHIN a few weeks the executive committee of the United States Potters' Association will give attention to preliminary details having to do with the annual meeting of the Association. Just at this time it has not been determined whether the meeting will be held at Washington or in New York City. The last two annual meetings have been held in New York. It is proposed to have a program equal in character to that in vogue during the last few years, and this will include papers and addresses by a number of experts both in manufacturing and marketing.

Hotel china manufacturers are operating plants on more active schedules now than during the earlier months of the year. Jobbing interests have been active of late on ordering this class of merchandise, and the southern hotels have also been quite active in placing specifications for additional stocks for quick shipment. Those plants working on Government orders are also working on steady schedules and it is the opinion of the majority of these manufacturers that the current demand for this line will continue throughout the balance of the year.

George T. Bratt, western salesman for the Edwin M. Knowles China Co., is now covering his territory, and is showing advance lines of the new ivory porcelain body recently added by this firm. Within a few weeks the Chester, W. Va., plant of this company will be manufacturing this line exclusively. It is proposed to discontinue the Hamption shape which has been featured for so many years, but the Mayflower shape will be continued at the Newell plant as usual.

It is of general interest to note that considerable prehistoric pottery is being reported dug up in different parts of the country. Jars, measuring over six-feet in circumference have been dug up near Globe, Arizona during the last few weeks, and only a few days ago a lot of pottery was uncovered in Athens county by exploring interests.

The plant of the Keller Pottery Co., Norristown, Pa., one of the oldest flower pot plants in the eastern field, is to be relocated at North Wales, Pa. C. Henry Stinson is president of the corporation and William Keller is secretary-treasurer. It was first proposed to relocate the new plant of this company at Norristown but a suitable site could not be obtained.

According to information received through government channels by Congressman B. Frank Murphy, Steubenville, O., the purchasing department of Yellowstone Park will be instructed to specify only American ware on all future orders for use in the Park. Heretofore, dinnerware from Albert Pick, Chicago, the Buffalo Co., Buffalo, N. Y., and the Iroquois China Co., Syracuse, N. Y., has been used.

It has been announced here that the Cascade China Co., Portland, Ore., proposes to increase its capacity, and that hereafter oil will be used for kiln firing. The company is manufacturing a line of dinnerware, using native clays, but with a mix of certain foreign clays. The company also proposes to make a larger line of hotel ware.

Department store buyers of housefurnishings have been informed that the Buckeye Porcelain Enameling Co., has been formed and will take over the plant and equipment of the Cincinnati Enameling Co. The new Ohio concern has been formed and by the Porcelain Enamel & Manufacturing Co., Baltimore, Md.

Sebring, O., Business Improves

In the Sebring (O.) district, there is a decided improvement in the business situation, so far as the generalware plants are concerned. Some of the plants are operating full time, and others are slowly working up to that stage. Decorating departments in all of Sebring potteries are working about full time. Inactive schedules are noted in the main in the clay shops. Shipments out of the Sebring district are steadily increasing.

Plants Working on Better Schedules

Production of tableware in all plants in the tri-state district continues to show an increase, and this is in keeping with the demand for this season of the year. Operations are improving, so far as time of employes is concerned, and a general survey of the district indicates that production is now on a basis of probably 75 to 80 percent of capacity.

Several of the local potteries are operating full time. Others are doing four and one-half and five days per week. That the low schedules of some of the latter plants will improve during the next few weeks is generally admitted.

Specifications for open stock dinnerware are being received in larger volume. Here and there some new patterns are being added by retail distributors, the latter being shown by salesmen who are making their early fall trips.

Mail orders are also improving in volume, and the receipt of mail is from all parts of the country, indi-

(Contined on page 30)

MERCER HOTEL WARE

A Unique Product

Announcing

6 NEW PATTERNS
in Brilliant Colors

NOW READY FOR FALL SHIPMENT

Write for samples

MERCER POTTERY COMPANY
TRENTON NEW JERSEY



A few specialties selected from some of our most popular patterns. Designs that are different, the beauty of which is enhanced by the brilliancy of the Duncan & Miller crystal.

Representatives:

New York
Paul Joseph,
200 Fifth Avenue

Boston
Murt Wallace,
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Chicago
W. B. Andrews,
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Philadelphia
Joseph Tomkinson,
1104 Arch St.

San Francisco
Marsh & Kidd,
617 Mission St.

Baltimore
Harry T. Thomas & Co.,
29 S. Hanover St.

Factory Representative
E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0897
Chicago

The Duncan & Miller Glass Co.
Washington, Pa.

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE — PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMANN
West

ROY E. HENDERSON
President

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

AMONG those who displayed their wares in the street floor sample rooms of the American House last week were Walter M. Hatch, Jr., a former Boston boy who for two years has been making Omaha and Florida with Chinese goods for Little-Jones Co.; Julius Junquera, likewise with two rooms, representing Simondetti & Co.'s Italian wares; Mr. and Mrs. H. P. Saubert and Mrs. Bell representing the Pompeian Bronze Co.; Mr. Goetz of the Granata Co., from the Granata Co., Mr. Jenkins from Charles Hall Co., Mr. Preston from the Mohr Art Co., Toledo, and Mr. Little of George F. Little Co. M. V. Turchin of the Turchin Novelty Mfg. Co. was there this week.

K. D. Amidon has for several months been assisting his father, W. R. Amidon, both on the road and by taking charge of his new office at Room 207, 99 Bedford St., where there is now ample space for the wares of the Cambridge Glass Co., Dunbar Flint Glass Co., and Hopewell China Co. Additional shelves and new tables are being built. Amidon, Jr., has worked with distributors for other industries and has not decided on the glass business as a permanency.

George A. Granville appeared very cheerful the other day. We asked him how A. H. Heisey's "Moon's Gleam" glass was going. "Sold a hundred per cent," he said.

The marriage of Mr. Carroll, new china and housefurnishings buyer for the New Bedford Dry Goods Co., to a girl from Lynn, where Mr. Carroll was until recently buyer for Burrows & Sanborn, is reported.

Nat L. Clark, who was in town Monday, said that Clark's Gift Shop in Lowell, is still doing good business; others here recently were A. B. Hunt, Lebanon, N. H.; Frank E. Smith, of Fitchburg, and Frank Warren, buyer for Cullander, McAusland & Troup, Providence.

Robert M. Corey has just put on display four attractive new patterns from the Steubenville China Co.

At Young's Hotel this week are Walter S. Andres, with Fostoria glass; Harry H. Lewis, representing Rosenthal China Corp. and Continental Ceramics Corp., who leaves for Albany and New York State next week; Harry H. Thomas with the Roseville lines, who leaves this week; George C. Tonolla with the Noritake and other Morimura wares, who leaves at the end of the week for Providence, Philadelphia and Pittsburgh, and representatives of Lazarus & Rosenfeld and the Amor Bronze Corporation, Garwood, N. J.

A gift show, in which a number of crockery and glass men took part, was held in the Parker House last week, with an overflow into Young's Hotel and the American House—Young's Hotel being occupied mainly, as usual, by dinnerware and lamp men. It is expected that there will be no rooms available in the Parker House in February, if present plans go through, and displays will probably go to the American House, the United States Hotel and the Essex, all of which have sample rooms.

C. S. Krall, with fancy lighting glass from Gillinder & Sons, Philadelphia, was at the United States Hotel last week.

Kenneth P. Lockitt is in New York this week and next showing the Sinclaire and his other lines.

New Features Arrive This Week

A delegation of salesmen at the Parker House included Charles H. Ryan with the Normandy Desvre line, the "H. B." Quimper Brittany line and Parisian novelties; J. C. Butterworth and J. E. Ennis with Czecho-Slovakian pottery and lamps, Italian pottery, English "Ivorex" placques with local scenes, a Namdah rug and East Indian brass, all from the Butterworth Co., and S. J. Anderson of 225 Fifth Avenue, with the new mahogany, ivory and Persian yellow glazes of the Fulper Pottery, Flemington, N. J., featured in "musical jugs" formed by combining Ritz music boxes from Paris with Fulper covered-pitchers, which have a false bottom. When they are lifted from the table a spring sets the music going. They are ballasted with water, and the tune seems to come out of the water. Mr. Anderson also carried decorated glass and pottery from Smith Ceramic Studios, and Roxanna handkerchief roses, in appropriate colors of organdie, linen and silk—"My own idea," he said, "and now forty firms are copying it." Also at the Parker House were S. E. Whitmore, with hand painted glass, wood and pasteboard novelties from the Pohlson Galleries, Pawtucket, and decorated patent leather goods from Bakercraft, Springfield, who will tour Northern New England after he leaves at the end of this week; A. J. Senecal, who also stays through the week with George W. Capen leather goods, wares of the Cellulose Products Co., Keene, N. H., wood toys of the Conrad Novelty Toy Co., Campelo, Mass., and Talbot & Curtis, Worcester, and notions of H. L. Moore,

(Continued on page 30)

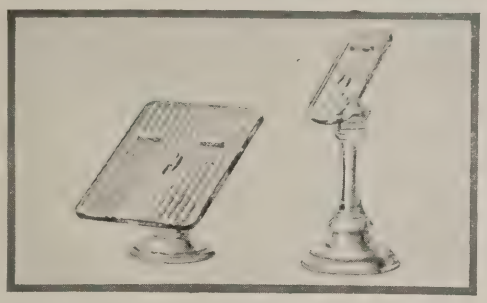
TWO NEW ITEMS

Typical of the diversified line of glass products manufactured by the world's largest maker of table glassware.



INEXPENSIVE VANITY SET

Two colognes and powder box in blue and amber for retail trade and in crystal for cutters and decorators. Will retail in colors for about $1. Order by No. 5764.



FOR ATTRACTIVE DISPLAY

Let us send you illustrations and prices on the now very complete line of adjustable glass display stands, showing all sizes and attachments.

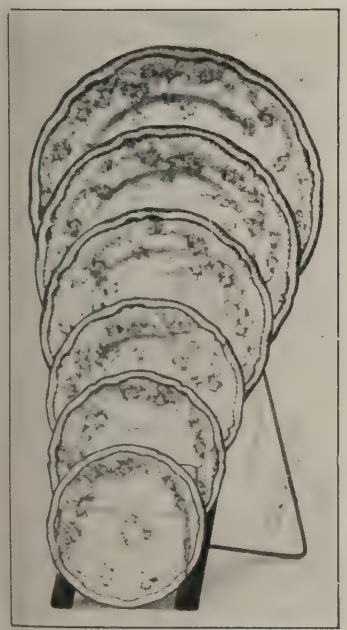
UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

Wire and Metal Store Fixtures of Quality



No. 331 (Patented)

Elevated Plate Rack

This is one of the best racks for displaying plates, and takes but little counter space.

Folds up closely for shipping.

Wood base mahogany finish. Tinned wire strong and durable.

Other Sales Producing Fixtures

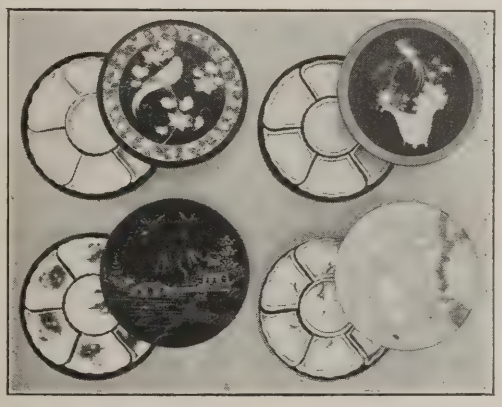
Rubber covered easels
Platter racks
Salad racks
Punch bowl hooks
Plate easels
Cup and saucer racks
Fruit set rack
Plate hangers
Price card stands
Ticket holders

A complete line of wire and metal store fixtures. Guaranteed to do the work they are built to do.

Send for Catalog No. 35-B

J. B. Timberlake & Sons Co.

Jackson, Michigan



SWEETMEAT SETS

that are sweet to the eye—as their contents are sweet to the tooth—

All senses are gratified when sweetmeats are served in these fine lacquer boxes—

Also, your business sense is amply satisfied with the profit derived from their sale—

The boxes are of fine lacquer handsomely decorated—with daintily painted china and lustre compartments. Sold in dozen lots only. Write for price.

Splendid for gifts—stock now for Fall and Holiday business.

Our catalog contains many other good gift items—send for it at once—it's worth having.

REMEMBER

Taiyo Trading Co., Inc.

IMPORTERS OF

Japanese Goods

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

GENERAL improvement in both retail and wholesale sales of dinnerware, glassware, art goods and lamps has been noted in the Chicago market for the past ten days. Wholesalers and manufacturers representatives say they are receiving numerous requests for immediate shipment of merchandise that was formerly bought for late October and November delivery. This indicates that the retail sales in the middle west are active at this time and that the retailers are in need of additional stocks at the present time. The number of buyers visiting the local display rooms recently shows considerable improvement over the month of August and is said to be larger than the number in the market a year ago this time.

Ross Crane is delivering a series of lectures each day this week in Mandel Brothers. Mr. Crane is an authority on interior decorating and will deal with a different phase of furnishing the home each day. The proper selection of furniture, lamps, pottery and glassware, as well as the placing of the items will be thoroughly covered.

Occupying the major part of the building in which the Ovington store will be located, will be the Tobey Furniture Co., which has been located at Wabash Ave. and Washington St. for the past forty-seven years. This old and first class furniture house, established in 1865, made the announcement last week that they had leased considerable space in the new building to be erected at Michigan and Lake Sts. on the Northwest corner, and that their retail establishment would be moved as soon as the building was ready.

Ovington Brothers Co., operating the famous gift shop in New York, will return to Chicago where they were first engaged in business almost fifty years ago. The company has taken a long lease on Michigan Ave., and will be located in the new Michigan Lake Building, construction of which will commence immediately, according to announcement this week. The company will continue their store in New York City, but will offer similar merchandise in the Chicago store when it is opened to the public.

Fire last Saturday caused $15,000 damage in the annex of the Davis Store, 332 S. Wabash Ave. High winds for a time threatened the entire downtown block surrounding the building, but greater damage was avoided by use of all available fire fighting equipment.

Plans are under way for the alteration of the Jackson Blvd. entrance to the Davis Stores. About $75,000 will be spent to widen the entrance from 20 feet to 75 feet, and the installation of new display windows.

Many Fall Sales in Chicago Stores

Outstanding in the offerings of the retail stores this week is a special of the Weiboldt stores, 100 piece dinner sets in the popular Coronado shape, made of American semi-porcelain at $14.40. This store also has an unusual value in bridge lamps and shades at $5.45.

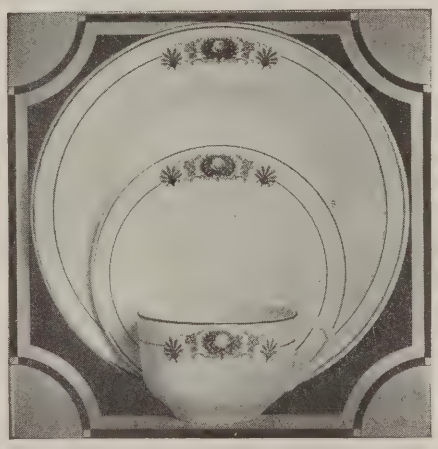
This is Home Makers Week at Mandel Brothers and the first day of the week was Dollar Day in the household utility sections. Many striking bargains in housefurnishing items priced at $1 brought hundreds to the store last Monday.

Montgomery Ward & Co.'s retail store, located in their big mail order establishment, this week is conducting their semi-annual Housekeeping Needs Sale, offering a great array of bargains in housefurnishing goods.

Housefurnishings sales are also being featured this week at the Boston Store and at the Fair. In the former store 9,500 of "Saluco" aluminum, made in the "Mirror" factories, are being offered at about half the regular prices for such kitchen equipment, while the Fair is Holding its Fall sale of Housewares.

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

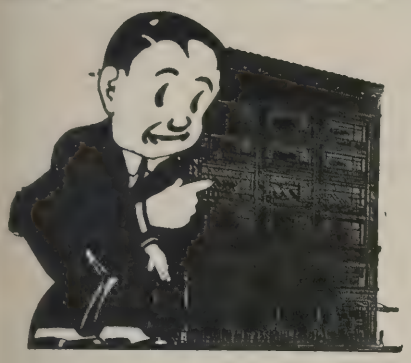
1751 West 74th Street CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars
Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
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Central 3497

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co.	Coshocton Glass Corp.
Seneca Glass Co.	H. E. Rainaud Co.
Susquehanna Cut Glass	Shepherd Co.
National Glass Novelty Co.	Wood-Art Co.
Quaker City Cut Glass Co.	Burke Studios
	Haven Company

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

MAKE THIS SPACE Sell Goods For You

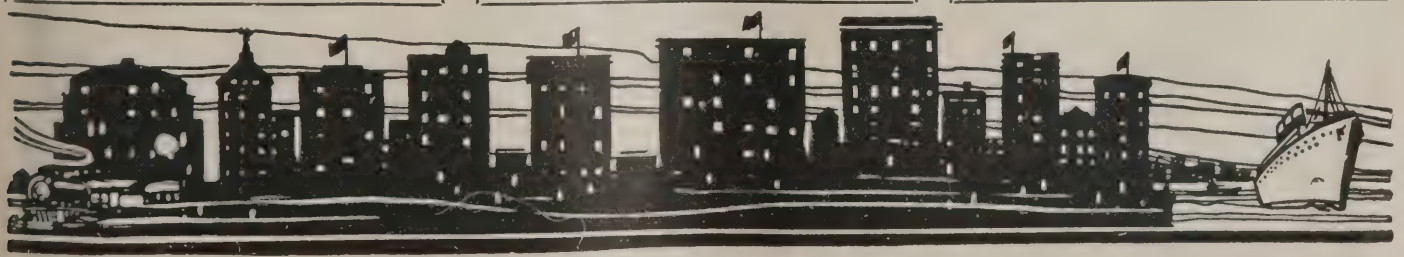
For Rates
PHONE WABASH 860

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, *President*

W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

POSITION WANTED

EXPERIENCED salesman selling crockery, glass and housefurnishing to jobbers, syndicate stores and mail-order houses, in New York City, in Chicago and all intervening territory, seeks position with manufacturer. *References.* C. S. Jacobsen, 851 West End Ave., New York City, N. Y.

THOROUGHLY experienced salesman of imported china and glassware desires connection with first class concern. Wide acquaintanceship througout the trade. Unquestionable references. Bor 489, care CROCKERY AND GLASS JOURNAL.

BUYER AND MERCHANDISER—Housewares, china and toys, 18 years buying for Dept. Stores, open for engagement. Successful record. Box 497, c/o CROCKERY AND GLASS JOURNAL.

SALESMAN WANTED

CHINA & CROCKERY SALESMAN—Direct importers have opening for good man covering out-of-town trade. Splendid opportunity for one having established clientele. Drawing account available. Write:—Dannemann & Co., 910 Arch St., Philadelphia, Pa.

What the Potteries Are Doing

(Continued from page 24)

cating that the trade as a whole is interested in replacements for the fall and holiday trade.

Dinner sets are in better movement, and some of the larger furniture mail order houses who have been inactive purchasers during the summer period are now interested in immediate shipments. Carlot orders of dinner sets for these distributors is not uncommon just at this time.

Plain white ware is in moderate demand, and in keeping with the season. Semi-porcelain hotel ware is also moving in a fair manner, but during the last few weeks a slight increase in demand is noted for this line. Jobbers are the largest purchasers, both of thin and heavy semi-porcelain stocks.

Glass Factory Activities

(Continued from page 22)

production is reported by these manufacturers and also an improvement in demand. In fact the distribution is not confined to any particular territory, but is quite general in character. Popular priced lines are in good request, while the higher priced items are enjoying a sale at the factories equal to the demand of former seasons.

The staple tableware lines are in rather fair movement, and shipments of this line are about up to normal for this season of the year. Mail order houses are active in the market just now, and the jobbing interests are also buying in liberal quantities of such merchandise.

The Chicago Market

(Continued from page 28)

Hillman's and the Leiter stores are conducting sales of lamps and shades this week, with many complete outfits priced less than $10.

Hartman's china and glass section is featuring 100 piece dinner sets this week, gold initial style at $23.75. The china, glass and gift section of this old furniture house in their new store is reported as doing an excellent business.

W. A. Wieboldt Opens New Store

A new department store was opened in Chicago on Saturday of last week. The store is a five-story structure located at Monroe, Ashland and Ogden Aves., and operated by W. A. Wieboldt & Co., being the third of their chain of big outlying department stores. The formal opening on Saturday was a brilliant affair, with music, refreshments and souvenirs, and attended by Mayor Dever of Chicago. The Weiboldt Co. was formed forty-three years ago and has made a signal success of the outlying department store business. All three stores are thoroughly departmentized, the newspaper advertising of the store offering merchandise available in any of the three stores, all located one mile or more from the "Loop" district of Chicago.

Boston News Notes

(Continued from page 26)

Inc., Boston; and Arthur H. Poynter of New York, with goods of the Vineland Flint Glass Co., Guerin-Pouyat lines and Czecho Slovakian china, lamps and vases.

Alterations Planned in Boston Hotels

It is expected that about November 1 the J. R. Whipple Corp., which owns the Parker House, Young's Hotel and the Touraine, will begin to demolish the six, five and eight-story buildings along Tremont and School Streets and Chapman place which make up the main part of the Parker House, leaving only the modern eight-story annex on Bosworth Street and Chapman Place, which has a number of sample rooms. A fourteen-story hotel of gray marble and Knoxville and Indiana limestone, of Georgian design, is being planned by Desmond & Lord, architects, to go up in its place. The number of sample rooms has not been decided on. Because of its central location it will probably be preferred by a number to the new Statler, ground for which was broken a few weeks ago, and for which many travelling men are almost counting the days. The Statler will probably be ready in the autumn of 1926, and the Parker House about January 1, 1927. As the new Parker House will be a dining hotel, as the present one is, it is doubtful if it will assign more space than at present to sample rooms.

Work Scarce So Britons Play

(Continued from page 20)

equals about eight dollars and forty cents weekly—not much of an inducement to any man to loaf.

There is no doubt that there is much dissatisfaction in England regarding the "dole" system, but Mr. Goslyn states many Englishmen remark "What are we to do about it? The poor have to live and if there is not enough work to go round they must be cared for somehow. They can't starve and it seems the best way we can think of just now. There are from 68,000 to 70,000 unemployed in the pottery district alone."

Of course there are those who will take advantage of the "dole," but if a man is offered work in his line and refuses it, he is reported and no allowance whatever will be paid to him. If a person is discharged for just cause no "dole" will be paid him either.

What did seem really unfair to Mr. Goslyn was that the unemployed girls were receiving twelve shillings and six pence a week when there was little or no chance for so many of them of ever getting employment.

Mr. Goslyn said that quite a number of the newly War Rich had lost or were losing their money and the government is getting a good slice of it in taxation.

Buyers in New York

SEPTEMBER 17, 1925

H. R. Glasor, house furnisings, Miss C. Welsh, china, glassware, lamps, Boggs & Buhl, Pittsburgh, Pa., 1140 Broadway.

SEPTEMBER 22, 1925

F. R. Griffith, house furnisings, toys, china, A. E. Troutman Co., Greensburg, Pa., 115 W. 30th St. (Weill & Hartmann).

A. I. Robbins, house furnishings, Broadway Dept. Store, Los Angeles, Cal., 115 W. 30th St. (Weill & Hartmann).

G. V. Dalrymple, silverware, Emporium, San Francisco, Cal., 1440 Broadway (Assoc. Merchandising Corp.).

Miss E. Jacobs, silverware, The Hecht Co., Washington, D. C., 1150 Broadway (F. Lilienthal & Co.).

SEPTEMBER 23, 1925

H. Garlack, silverware, Bry-Block Merc. Co., Memphis, Tenn., 112 W. 38th St. (National Dept. Stores, Inc.), 19th floor.

In the Mail Bag

September 18, 1925.

CROCKERY AND GLASS JOURNAL,
45 East 17th Street,
New York City, N. Y.

GENTLEMEN:—

This is just a line to acknowledge yours of September 14th to which you attached a very fine news item under the heading "'S. & H.' Overcomes Salesmen's Difficulties."

I feel that this is a very fine trade journal item and decidedly well handled.

Please accept our hearty congratulations and thanks for its publication.

Yours very truly,
THE SPERRY & HUTCHINSON CO.,
L. B. PATTEN,
Advertising Manager.

HEADQUARTERS



Headquarters of GEN. PERSHING

The man who launched the American Thunderbolts in France planned his campaigns in this Chateau on the outskirts of Chaumont, a small town northwest of Paris.

WE are known as headquarters for ceramic materials. We hold this position because we sell results—because every material we furnish measures up to the highest standards.

Minpro No. 1 Feldspar is one of our high quality products chosen by leading ceramic manufacturers. It will meet your needs—for Minpro No. 1 is famous for uniform quality. Prompt deliveries are insured from the best spar mine in North Carolina, the state supplying the largest spar tonnage.

The ROESSLER & HASSLACHER CHEMICAL CO.
NEW YORK

BOSTON, CHICAGO, CLEVELAND, KANSAS CITY, NEW ORLEANS, PHILADELPHIA, BALTIMORE, PITTSBURGH, SAN FRANCISCO, TRENTON



Our No. 39 Breakfast Set

Consists of 39 pieces as follows: 6 each, grape fruit or oatmeal dishes, cups and saucers, 9 in. plates, 6 in. plates (bread and butters) 9 oz. goblets, 1 sugar and cream set, 1 10½ in. service or cake plate. Made in crystal, amber, green and blue glass.

Also suitable for luncheons and teas. Just the item you need to liven up sales. Going well wherever shown.

WRITE US FOR PRICES

Westmoreland Glass Co.
Grapeville, Pa.

Representatives

NEW YORK
H. C. Gray Co., 200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt, 41 Pearl Street

Traveling Representatives
R. B. Reineck, 1422 E. Marquette Rd.

CHICAGO
W. R. Renouf, EAST LIVERPOOL

PHILADELPHIA
Fred Stott, 1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros., 718 Mission Street

LOS ANGELES
Himmelstern Bros., 643 S. Olive Street

SEATTLE, WASH.
Himmelstern Bros., Terminal Sales Bldg.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China Fancies. Phone, Madison Square 4182

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 1056.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware. Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

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The Representative Paper of the Industry
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CROCKERY, GLASS, HOUSE FURNISHINGS
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DOLLS AND TOYS
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Vol. 101 October 1, 1925 No. 14

AS THE EDITOR SEES IT

Price Cutting Kills Pleasure in Business and Destroys Confidence as Well

Nothing is more imprudent, unsafe and unbusinesslike than the slashing of prices in order to make sales. Nothing so reduces the confidence of the buying public in the retailers good faith. In a recent interview, J. H. Tregoe, executive manager of the National Association of Credit Men, commented on this problem of price cutting, saying:

"Price cutting is not a healthy stimulant for business. Our chief problem these days is high costs, and unless profits are sufficient to absorb the costs and leave a little for compensation to capital investment, there is neither safety nor pleasure in a business enterprise.

"Unless an article is well sold—that is, has been sold at a reasonable profit—it had better not be sold at all, according to my point of view, and yet this philosophy may be attacked by some who believe that volume distribution is the safeguard of a business. I am confident that in some particular lines—and I need not mention them—price cutting is being indulged in for the sake of making sales. This kind of business jeopardizes the existence of many of the business operators who fail to realize that there must be a margin between cost and selling price that will take care of the overhead and leave something for capital.

"Price cutting is indulged in too frequently by business operators who cannot afford it, who face failure as their little capital is eaten up by costs which the profits of distribution were insufficient to absorb. Credit managers are on tender hooks when realizing that their debtors are doing this kind of business, and thus increasing the dangers of the credit risk. I have realized of late that if one thing above another needed constant pounding at and continued emphasis, it was the courageous control of costs and sales on a proper margin of profit.

"If there are more operators in a particular field than can distribute at a reasonable profit, then something should be done to eliminate the unsafe margin, and allow the remaining merchants a reasonable opportunity for success.

"So many believe that sales must be made in order to maintain a business. Whenever volume is sought at the cost of profits, then business can offer no greater danger than volume. Price cutting is uneconomic from every viewpoint, so far as I can see it, particularly uneconomic when the abilities of a debtor to meet his obligations rests upon the manner in which he makes his sales. Business service has in price cutting a worthy object of attack, and, to the need of reasonable caution and extreme urgency when necessary, every credit department should rise."

Goods Attractively Presented Appeals More Strongly

Many a sale is made through the attractive manner in which an article is presented. Place side by side two items of equal merit, one contained in a nice looking box all by itself with paper around it and a good looking picture on the box, and the other wrapped up in packages of a dozen each, present them to a customer. It's a hundred to one that she will choose the good looking package even though it costs a little more.

The effect on the mind of the customer can be imagined without the use of a diagram. Because goods are more of the utilitarian order than ornamental is no reason why they should be served up in a slovenly manner, and buyers

will act wisely if they request all their goods packed in presentable packages.

The illustrations and descriptions on the outside of packages should be well done. The time of the old hand-bill kind of circulars and slap-dash method of advertising is a thing of the past.

Customers appreciate dainty packages and they go hand-in-glove with courteous treatment.

To create greater sales manufacturers will be glad to cooperate with buyers in offering them attractive packages if they will thereby increase their orders.

A leading manufacturer said the other day that "every trade but the hardware trade had undergone a revolution during the past ten years." He referred to the method of packing and presenting goods for sale. The day of the attractive package will arrive even for hardware, as it is fast becoming the vogue for housewares, and has been in practice for other lines for some time past.

To have goods displayed not only in single packages, but on your counters in attractive displays of a dozen or so in a package, gives an added incentive to the customer to purchase.

There is no surer way of increasing the turnover than by making a store more attractive. Even old fixtures won't be noticed if the articles for sale are well arranged and attractively displayed.

Babson Predicts Era of Business Stability

Speaking before the twelfth annual meeting of the National Business Conference recently, at Wellesley Hills, Mass., Roger W. Babson, of the Babson Statistical Organization, Inc., declared that "we are now reaching a period where there will not be violent booms and depressions that we have had in the past forty years." The work of the Federal Reserve Board in stabilizing the financial situation and the trend toward higher production and lower prices are among the chief factors working toward a more even trend in business, Mr. Babson said. He continued:

"Taking the ten loading barometers of business and comparing the eight months of 1925 with the corresponding eight months of 1924, we find an increase of over 12 percent in bank clearings; an increase of 16 per cent in pig iron production; an increase of 34 per cent in new corporations; an increase of 12 per cent in new buildings; an increase of 6 per cent in freight car loading; an increase of 9 per cent in commodity prices; an increase of 12 per cent in imports; an increase of 14 per cent in exports; an increase of 27 per cent in new capital raised, and a decrease in failures."

An Outline of Budgets

By Henry Bruere

Business today is actively experimenting with budgeting. Numerous progressive business establishments are lending their experience with budgeting to the development of a general body of information on the subject. Every class of business, as well as each institution, finds it necessary to develop suitable to its specific circumstances, but the outlines of budgets follow certain definite principles. These principles may be

1—Restrict the budget period to a term for which dependable estimates may be prepared.

2—Provide for flexibility in adjustments in accordance with need.

3—Insure a careful preparation of estimates and place responsibility for making them on persons who have administrative responsibility for securing results.

4—Enlist to the greatest possible extent the interest of executive subordinate officials and other responsible factors of the organization in the preparation of the estimates affecting their work.

5—Keep the procedure as simple as possible.

6—Provide for frequent comparison of estimates with results.

7—Make estimates actual commitments and not mere aspirations.

8—Enforce the budget as against every circumstance except the logic of business acts.

Did You Ever Stop to Think

By E. R. Waite,

Secretary, Shawnee, Okla., Board of Commerce.

That business concerns should be much encouraged by the much better economic and financial conditions that exist in the country today.

That now is the time to go after business harder than ever.

That the important question is how best to secure it. That the best way to get business is to make a store an acme of perfecion. Buy well assorted stocks of splendid quality, and then advertise to bring the buyers in.

That well written advertisements, ads that tell the story of what they have for sale, will create desire, which will bring customers to a store.

That advertising is one of the greatest factors in building business.

That newspapers are the greatest friends of better business. They always render worth-while service to those who co-operate with them.

That it is always best to try for a quick turnover of stock at a reasonable profit, than a slow turnover at a large profit.

That if you review in your mind most of the business failures you have seen, you will realize that if they had been consistent and persistent advertisers, they would not have failed.

Good advertising does much to build prestige for a business. It creates a demand for goods that protects the life of the business.

Home Lighting

THE lamp salesman or saleswoman, as the case may be, must be able to visualize the point view of the customer and to help her in a selection of lamps and accessories. Such an ability which will increase the sales in the department can come only by a study of the home conditions and ways and means for better lighting. A few points given here are valuable hints along these lines.

Having solved the problem of washing, ironing, cooking and cleaning by electricity, using electricity intelligently for lighting is now claiming attention. For a long time this question of light has been left entirely to the judgment of anyone who cared to offer an opinion. This naturally proved very unsatisfactory.

Light in the home is such a personal thing that each home maker has found that she must learn more about it in order to utilize it to the best advantage both from the standpoint of utility and decoration.

Until recently it seems that more attention was given to decorative effects of lighting than to its utility. This was perhaps because we did not realize that with electric light both of these are possible.

Electric light is the most flexible of all artificial illuminants. One may paint with it as with colors if one but knows and understands its value and is willing to experiment a little with the different sizes, types and tints of electric lamp bulbs.

To many people, since it provides light, one electric lamp bulb is as good as another. What kind of light does not seem to matter. The truth is, that we have been used to poor lighting in our homes for so long that our demands in this direction are not very exacting. Yet we may have ideal lighting with very little effort and small cost.

Today there are so many different types of electric lamp bulbs on the market that one may, by trying the various kinds, eventually get exactly the kind of light that is best suited not only to their eyes but their temperament as well.

The average person goes into a store and purchases an assortment of lamp bulbs thinking this variety will cover all possible needs. The result is that if a forty watt lamp burns out, and another of the same wattage is not available, in goes the first lamp at hand and, unless it is so glaring or so dim that it is decidedly uncomfortable, it will not be changed until it, too, burns out eventually.



Courtesy of the Society for Electrical Development.

Such An Arrangement of Lamps in the Living Room Will Be Made More Effective By the Use of the Right Bulbs.

Needless to say this is neither good for the eyes nor the purse. It is not good management to replace a forty watt bulb with one of fifty watts when the forty would serve perfectly. On the other hand, it is equally poor economy to replace a forty watt bulb with a twenty-five, when the lamp of larger wattage is really necessary.

The question then arises—when does one need the twenty-five watt lamp bulb, when the forty, when the fifty, seventy-five, hundred and so on? This is not a simple question to answer because much depends on the room, the type of electric fixture and lamp bulb. But in the home one rarely needs a bulb of over a hundred watts.

In the center kitchen unit, for example, use a hundred-watt daylight bulb, while in the shaded side-wall bracket lights, lights over sink, range and refrigerator only twenty-five watt bulbs of the frosted variety are used.

In the dining room where there is a center fixture with a silk shade reflecting the light downward on the table, use three twenty-five watt flame-color lamp bulbs. This tint is exceptionally good for this purpose because it entirely eliminates the glare of the plain and even the frosted bulb. In fact, use these in all lamps and fixtures where the lamp bulb can be seen, or where the lamp-shade is of sheer material.

Side-wall fixtures are usually equipped with twenty-five watt lamp bulbs. When the shades or shields are extra heavy the round frosted or candle type can be used, but if they are made of a sheer material and one likes a mellow light the flame tinted lamp bulbs will be found in every way superior.

Table lamps, floor and bridge lamps are usually equipped with lamp bulbs of about one hundred watts evenly distributed in each socket of the particular portable lamp. The one-socket bridge lamp, however, rarely will need more than a fifty watt lamp bulb.

To supply the proper bulbs to these various lamps and fixtures the best and cheapest method is to buy a carton of each size and type and have them always in the house. In the end one will have more comfort and satisfaction from the lights and certain other economies are certain to result.

More Sales



HOW many articles do you sell which are not "staples?" Do your customers think of your store as a place to buy such articles?

"Why, I didn't know you handled ————!" How many times have you heard customers say that when they discovered you had something in stock that they didn't expect to find—they didn't think it belonged to your line of business?

In these days of modern merchandising when there are many specialties that you could handle with profit, wouldn't it pay you to have people thinking that you carried a great many articles—that the demand was what governed your stock. Suppose you make out two lists—one to contain the things they would expect to find in your store and the other to feature the novelties—those that show you cater to the *needs* of the public. Head them: *"You expect us to sell these articles—but you didn't know we also had these."*

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX
Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Accounts Receivable

(This is the eighth installment of a series of talks on Retail methods.)

The average retail store sells on a cash basis. But in some lines and under special conditions it seems advisable to open a charge account with customers. As a rule these charge accounts are granted after investigation of a prospective customer line of credits. This charge accounts idea is followed in department stores and specialty shops throughout the country. Accounts are usually paid on or about the 10th day following the close of a month. Failure of payment on time usually causes forfeiture of the charge accounts privilege.

As a rule as sales are charged until the prospective customer has made arrangements with the store's credit department. After all preliminaries have been satisfactorily complied with a charge customer receives a charge account number and a card or shield, which have to be presented to the sales person when a purchase is made.

The salesperson will issue the usual sales ticket with a notation of the account No. 1. The entire selling procedure follows the same method as outlined in previous articles, with the exception that the cashier instead of receiving the money covering the sale entered a record of the transaction in a daily "Charge Account Register." This register should embody the following columnar arrangement: Date, Account Number, Name and Address, Sales Ticket No. 1 Amounts and extention of the same amounts in one of various columns representig the sales by department. There the cross footing of the department columns equals the footing of the amount column.

This register sheet must be totaled up daily and turned over to the office for further handling. The office in turn accumulates these daily sheets until at the end of a month or period all these sheets are recopied on a summary. This summary is ruled up exactly like the daily sheets. Only the daily totals are entered on the summary. The footings of this summary reflect the total charge sales for

(Continued on page 18)

CAUGHT IN THE NEWS NET

A VISITOR to New York this week was James Shaw, general manager of the Illinois China Co., Lincoln, Ill. Mr. Shaw spent two days in the metropolis on business connected with the factory. He returned Tuesday night.

Herbert D. Miner, well known figure in the Oriental goods business has returned to the Chinese importing house of Soy Kee & Co., 87-89 Fifth Ave, as general sales manager. Mr. Miner was formerly prominently identified with Soy Kee & Co., being connected with them for 18 years. After leaving he devoted much time to studying the conditions of Oriental merchandise trade in the uptown zone. His return to the company coincides with the removal of their entire wholesale headquarters uptown to 87-89 Fifth Ave., which Mr. Miner opened. Mr. Miner has spent practically his life in the Oriental business, having been with Vantine's previous to his association with Soy Kee. His knowledge of the trade and modern merchandising methods make his new appointment one which promises to be highly successful.

Miss Josephine Beaubenard, buyer and manager for the Josephine Shop in the retail establishment of the Geo. Bowman Co., Cleveland, was a visitor in New York last week making purchases for her department. Miss Beaubenard has made a great success of the management of this unique gift department and is kept on the alert visiting the various markets in quest of new goods.

Percy N. Leyland, 180-5th Ave., New York, is now in the middle west calling on all the large operators in the china business. He will continue westward until he reaches the Pacific coast and will not return until around Thanksgiving Day. John Leyland of the concern who is in charge of the New York office says: "business with the establishment is quite satisfactory with a marked tendency on the part of buyers to place orders for better class goods."

Mrs. Thomas Hammersley, wife of one of the directors of Geo. Jones & Sons, England, who has been visiting at the home of Percy N. Leyland since she came to the United States with Mr. and Mrs. Leyland when they returned from a trip to England, in July sails for home on Saturday. With Mrs. Leyland she has traveled considerably since her arrival here and is much charmed with that she has seen of this country.

J. Meredith Miller of Maddock & Miller, Inc., is spending this week in Philadelphia displaying the firm's new fall lines at the Hotel Adelphia. J. P. Thorley, director of Allertons, Ltd., England, accompanied Mr. Miller. He will return to New York on Friday in time to sail for home aboard the *Cythia* on Saturday.

Arthur Renz of the Herman C. Kupper, Inc., traveling staff who was making a trip through his territory in the middle west upon receipt of word of the death of Frederick W. Bennigsen, secretary and office manager for the firm on Saturday returned home from Detroit to attend the funeral.

J. V. Curran of the Edward Boote travelers leaves on Sunday for a trip over his territory through the middle west.

Fernand Desmaison left Tuesday night for his Western trip with a fine line of samples from the factories of L. Bernardaud & Co.

The Tatler & Lawson Decorating Co., Trenton, N. J., have recently been reorganized as Tatler, Inc. They make a specialty of decorating Johnson Brothers, Pareek ware.

Fred Grob, assistant manager of Herman C. Kupper, Inc., New York, arrived Wednesday after a six months' visit to Europe where he visited all the factories represented in this country by the concern.

Alexander Shaw, with A. J. Fondeville & Co., New York, returned Sunday night from a short trip in the South where he found conditions very satisfactory.

W. G. Guth, who has been in charge of the New York office of the Dohrmann Commercial Co. leaves today (Thursday) for the coast via Canada.

Randolph Lukens, who is designer and advertising manager for the Iroquois, China Co., Syracuse, N. Y., visited New York Monday to plan for a booth at the Hotel Men's Show next month. He also spent several hours conferring with D. King Irwin, the company's New York representative.

Mrs. R. E. Bell, Sharon, Pa., spent several days in New York last week buying for a new gift shop she is opening shortly.

G. G. Twitchell, buyer for Wm. Hengerer & Co., Buffalo, spent several days in the New York market this week placing orders.

Golfers to Play White Beeches Club

C. A. Dodson has secured for the Pottery, Glass & Brass Golf Association the privileges of White Beeches Golf & Country Club, Haworth, N. J., for the final tournament of the season to be held on Thursday, October 8th. Trains for Haworth, leave as follows: Cortlandt St., 8:55 A. M., 12:00 noon; W. 42nd St., 9:15 A. M., 12:15 P. M.; Weehawken, 9:29 A. M., 9:29 P. M. (River Division—West Shore R. R.).

At this season of the year it is especially necessary to secure caddies in advance. Therefore, those intending to be present should notify L. S. Owen, secretary, 126 Fifth Ave., at once.

This tournament will afford the final opportunity to compete for the season's prizes and a large attendance is expected.

OBITUARY

Hermann Siegel

Hermann Siegel, who died on Wednesday, September 23rd, at his home in New York after a lingering illness, was a figure well known in the crockery and glass trade of this country and Europe for many years. He was born in Dahn, Renish Palatinate, Germany on July 24, 1855 and came to this country in 1876. Seven years after his arrival in the United States he became an American citizen and one of his chief characteristics for the remainder of his life was his patriotism and the pride he took in his citizenship.

He went with L. Straus & Sons fifty years ago as a young man, specializing in glassware. It was he who organized for this firm the famous cut-glass works which in the year 1892 took first prize at the World's Fair at Chicago. The Straus' cut-glass afterwards retained a very wide reputation and for this Mr. Siegel deserves the largest measure of credit.

In addition to his work in this country in connection with the factories and merchandising of the Straus concern, Mr. Siegel acted as foreign buyer. He often accompanied Nathan Straus, at that time foreign buyer for the firm, and later made many trips through every country of Europe for L. Straus & Sons.

He was a recognized authority on custom house matters and his word was taken as final on all questions of rates, valuations and rulings by the New York Custom House. Although not a lawyer by training, those in contact with Mr. Siegel often characterized his knowledge of business and custom house laws as little below that of those who had made a life study of the subject.

During his later years with L. Straus & Sons, Mr. Siegel was practically the active head of the business, carrying successfully the entire burden of the management.

When the firm was reorganized as Nathan Straus & Sons, Inc., in 1923, Mr. Siegel was made chairman of the Board of Directors and took a major part in the reorganization and the moving of the old concern from the Chambers Street premises to its new home at 119 Fifth Avenue, at 19th St., New York.

If the history of the development of the china and glass business in this city ever is written, many pages should be devoted to the work done by Mr. Siegel in advancing the industry and fostering the spirit of good-fellowship and good-will among those engaged in it. His personality was tinged with a characteristic that was sometimes mistaken for harshness, but as a matter of fact the many people who came to know him intimately found that his gruff exterior covered a sterling character, a loyalty to friends and to home, and above all an extraordinary moral fibre which made the man more ready to err on the side that would harm himself rather than on the side that would benefit himself whenever a question of right and wrong entered into his conduct.

No man during a long life ever questioned the word of Hermann Siegel. No man was ever heard to say that he had failed where a friend was needed or where loyalty to the highest principles of business conduct was demanded. He combined in an almost unique degree business shrewdness with high moral character. In his death not only does the crockery and glass business lose an outstanding leader of more than a generation, but American business-life loses a man to whom it could be proud to point as the type of useful, beloved citizen to which our youth should aspire.

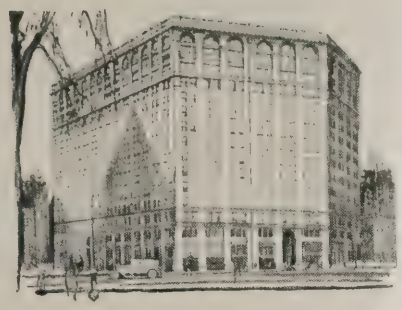
Mr. Siegel had not been active in business for the past nine months or so, having suffered from the heart trouble which caused his death, during that time. His funeral which was held on Friday, September 25th, was private.

Frederick W. Bennigsen

The associates of Frederick W. Bennigsen, in the firm of Herman C. Kupper, Inc., received a great shock last Saturday morning, when a telephone message conveyed the sad news of his sudden death, on his way home from the office Friday night.

The news was like a thunderbolt out of a clear sky, for he was apparently enjoying normal health when he said good night about half past five o'clock on Friday to leave for home. It was little more than a half hour later that he collapsed on the sidewalk two doors from his home at 845 Madison St., Brooklyn. He was picked up unconscious and carried into his home where he died a few minutes after.

Mr. Bennigsen was born in the Province of Hanover, Germany, 58 years ago. He came to this country in his



National Leaders Gather Here

IN NEW YORK, the really big leaders in housewares maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

"More than an office building"



Narcissus Paperwhite growing in Pebbles

NARCISSUS

PAPER WHITE GRANDIFLORA

True Grandiflora Type

ARE HERE

		Per 1000
12-15 ctm.	1250 bulbs per case	$12.00
13-15 ctm.	1250 " " "	17.50
14-16 ctm.	1000 " " "	19.00
15-17 ctm.	800 " " "	20.00

The above prices are F.O.B. New York, packed in regular standard cases and we can make immediate delivery in any quantity desired at the above prices. We specially recommend the two larger sizes for Bowl-Pebble culture. We can also furnish a high grade Pearl Pebble in neat card-board packages of 1 lb. each packed in cartons of 36 packages at the special price of 10c per package. Retails for 25c.

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No. 6 MURRAY STREET
NEW YORK CITY

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Zimmer & Schmidt

Gablonz, $^{O}/_{N}$
Bohemia, Czecho-Slovakia

We Specialize in:

Salt and Pepper Shakers
also
Mustards, Open Salts
Knife Rests, Condiment Sets
etc., etc.

Gilt Mounted Atomizers
for
Perfumery Departments

early twenties and soon after his arrival here secured a position with Charles Ahrenfeldt & Sons, the Limoges china importers and manufacturers. His thoroughness and efficiency soon won him promotion to the position of office manager. He continued with Ahrenfeldt until 1910 when Herman C. Kupper took over the business, he then continued with Mr. Kupper in the same capacity. When Mr. Kupper incorporated the business in 1923 as Herman C. Kupper, Inc., Mr. Bennigsen was made secretary of the concern. His association with the business altogether dates back thirty-two years.

Mr. Bennigsen, who was of a very quiet, retiring disposition, was particularly capable in his work and was possessed of unusually fine traits of character, that endeared him to all who knew him. He will be greatly missed by the firm and his associates in the business as well as by many friends in the trade.

Mr. Bennigsen is survived by his widow, two married daughters, one son and three grandchildren.

Funeral services were held at his home on Sunday night and interment was in Evergreen Cemetery, Brooklyn, on Monday afternoon at two o'clock.

The Kupper establishment was closed Monday afternoon in memory of Mr. Bennigsen and the members of the firm and employees all attended the services at the grave.

Thomas H. Butcher

It will be the source of great regret to a long list of friends in the glassware business to learn of the death on September 20th at a hospital in Milwaukee, Wis., of Thomas H. Butcher, who held a place for years as one of the trade's best known and most capable salesmen.

He achieved the greatest success of his career with the Central Glass Works, Wheeling, W. Va., with which he was connected for fifteen years as traveling representative for the line through the middle west. Everyone knew him and everyone liked him in the business.

For the past two years he had traveled for the Wheeling Decorating Co., of Wheeling.

Venon Relates Latest Impressions of France

There is no more interesting figure in the china importing business than Julen Venon, of J. H. Venon, Inc., who is not only a most observant individual, but has that rare power of imparting to others the impressions he has received.

Mr. Venon arrived from his trip to Europe on Monday last on board the French liner *De Grasse,* after a rather stormy trip. He had as fellow passengers members of the French Parliamentary Commission, with whom he had many opportunities to discuss many subjects.

He found things in France a little bit in suspense owing to the uncertainty of the present Washington negotiations. One of the things that seem difficult for the French to understand is the aparent desire on the part of the United States authorities, which almost amounts to a demand, that Germany be given the easiest possible terms to settle al their obligations, compared with the utterances of some of the United States Senators who are so insistent on France paying up.

Mr. Venon was most emphatic on stating that the French people had a strong wish to pay to the United States every penny of just indebtedness. Furthermore, there exists among all people a most earnest desire for an early adjustment so that they can work out an early adjustment so that they can work out an early financial stability.

Lower Prices Need Not Be Expected

There is no unemployment in France, says M. Venon and Limoges conditions are slowly improving. Still there is enormous difficulty in getting skilled labor. A great deal of the old help is incapacitated through the war, and so many of the younger generation have gone in for other trades instead of potting. Therefore, it is impossible to expect lower prices than those that exist at present.

Modern Art Tendency

The great tendency in France today is towards Modern Art decorations. For so many years they have been traveling along beaten lines, reproducing old patterns with slight variations but now there has been a radical change and designs that are almost bizarre, brought out. But like Jazz music which was so radically different to anything in America, which has now been adopted even to classic themes, so these ultra-different designs in china decorations have been modified to meet the present requirements.

Designs Worth Looking Into

One thing that has astonished the French potter is that



Your sales of Utility Jugs will be greater than ever before!

Let Us Send You This Card

Which Leading China and Gift Departments Are Now Displaying.

IN your window—on your counter, this *proven sales producer* will do the same thing for you that it's doing for shops all over the country.

The individual selling points of the Utility Jug are powerfully featured. *An actual* Jug is mounted on the card for demonstration purposes and can easily be taken off for inspection. No special sales effort is necessary for the Utility Jug thus displayed, *positively will explain and sell itself!*

Send for this card—NOW!

A. J. FONDEVILLE & CO.

24 West 23d Street New York City

the most modern country in the world has not taken up these new decorative ideas to a greater degree. Some very interesting examples of the latest vogue in china decoration wre shown at the recent Paris Exhibition. These might have been called fantastic but they have been modified and now have les sof a radical fantasy.

Multiplicity of Designs

In glassware Mr. Venon says there is such a demand for new designs that the manufacturers, although complying with the demands of this country do wish that there were not such a constant desire for something new all the time, particularly when the old designs are so beautiful. He says before a customer has begun to call for refills to replace breakage the pattern is obsolete.

French Anxious to Get Debt Settlement

Mr. Venon again repeated was particularly emphatic in his desire to impress our readers with the fact that all good thinking Frenchmen were most anxious for a speedy debt settlement and that under no circumstances were they trying to evade any payment of their just indebtedness.

H. L. Bunker, salesman in New York for the United States Glass Co. says that the new colored glass seems to have all the call these days and only the East Side jobbers are buying the regular crystal table ware in any quantity.

Association to Start New Membership Drive

At a meeting of the board of management of the Pottery, Glass & Brass Salesmen's Association, held at the Crockery Board of Trade on Wednesday, September 30th, there were present: John J. Hines, president (presiding); Julius Rosenfeld, E. W. Hammond, Lee Schoenthal, William E. Doctor, D. King Irwin, Walter Browning, William De Mars, W. H. Schreiber, L. S. Owen, secretary, Howard R. Handy, of the *Pottery, Glass and Brass Salesman;* F. Calvin Demarest, of the Crockery and Glass Journal and Ernest H. Bennett, of *Housewares.*

It should greatly please the members of the Association to realize that men of such wide business experience should be willing to give so much of their valuable time to running its affairs.

Two new members were elected: George Anderson, with Theodore Haviland & Co. and Ernest H. Bennett, with Demarest Publications, Inc.

A motion was made by William De Mars and seconded by Julius Rosenfeld that a committee of five be appointed to draw up a plan to interest proprietors of business and heads of departments in the new membership drive to be started. The following were appointed: Walter Browning, chairman; E. W. Hammond, Julius Rosenfeld, D. King Irwin and W. H. Schreiber. The motion was the

(Continued on page 24)



What the People Want

We Have Them

IN CHINA—strong contrasting colors, richly blended.

IN BRONZE—superb oriental designs, but not flashy.

IN ARTIFICIAL FLOWERS—long and short stems for vases and bowls, all true to nature.

AND OTHERS?

Well come and see or write for illustrated catalogue.

Mogi, Momonoi & Co., Inc.

Importers of Japanese Goods

105-107 East 16th Street
New York

Accounts Receivable

(Continued from page 12)

the amounts and are a basis for general ledger postings, as follows:

Debit to accounts receivable.

Credit to each of the department sales accounts.

Every day the individual sales transactions must be posted to an "accounts receivable" ledger. The sheets of this ledger should preferably be in loose leaf form in order to give this ledger utmost flexibility. Each customer should have a full page for himself. At the top of the ledger sheet should be shown the full name and address, Account Number, Credit Limits and telephone number. All postings from the daily charge account register sheets must be made to the debit side of he accounts receivable ledger. At the end of the month, naturally, each customer's account reflects a listing of all purchases made. A statement is then sent to the customer giving a complete copy of the ledger entries. His statement should embody in a conspicuous place all the terms and conditions of the credit arrangement. Simultaneously, a schedule of accounts receivable should be prepared for the credit department showing the total indebtedness on balance of each individual account. Included on this schedule must be all existing unpaid balances of previous periods, so that the total of this schedule reflects the total amount due to date from charge account customers. This is customarily known as the "Accounts Receivable Total."

The next step consists of recording the payments of these accounts. All monies received must naturally be recorded through the cash book. A special column must be created, headed "Accounts Receivable." The cashier will show all payments (cash or checks) in the debit column of the cash book and then again in the "Accounts Receivable." From this accounts receivable column postings are made daily to the credit side of the respective accounts of the accounts receivable ledger. If an account is paid in full or balanced, it should be ruled off; that is a red double line should be placed under the debit or credit totals where the balance has been effected. In the general ledger account a posting is made from the cash book at the end of the month or period only. This posting, of course, must be made to the credit side of the account. It is obvious that the difference between debit and credit side, called the balance, represents the total amount due from customers at the end of the period and must equal the total of the schedule prepared from the accounts receivable ledger. In fact this general ledger balance is the indication for the corrections of the schedule and if therefore called the "Control Balance" the general ledger accounts receivable account is called "Accounts Receivable Controlling Accounts." Next issue, Accounts Payable.

New Incorporation

Eskay Wire Frame Works were recently incorporated to make lamp shades. Capitalization, $10,000; S. A. Fried, L. Lihskin are those interested.

New Designs in Shapes and Patterns Will Be on View August 15th

JOHN DAVISON
INCORPORATED

14 Barclay Street New York

Handsome Line of

LAMPS

with Silk and Parchment Shades

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

W. MOORCROFT, Ltd.
Art Pottery

ADDERLEY'S, Ltd.
China and Earthenware

STEVENS & WILLIAMS, Ltd.
Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

FENTON ART GLASS

A Distinctive American Product

FENTON ART GLASS

For Home Decoration

Sold Thruout the World

Send For our Beautiful Catalogue in Colors.

Factory and Offices

FENTON ART GLASS

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Williamstown, W. Va.
U. S. A.

FENTON ART GLASS



WHAT THE POTTERIES ARE DOING



THE Chester, W. Va., plant of the Edwin M. Knowles Co., is now in production of the new ivory porcelain shape of this firm, and the first bisque kiln was to have been fired this week. Other departments will resume production as sufficient volume of the new shape goes through the kilns from the clay department. It will be several weeks, perhaps, before decorators will be working, as the ware must first go through the glost kilns. An elaborate assortment of treatments and decorations have been selected by the firm for this new shape, and first deliveries will be in time for the holiday trade. The new shape is now being shown buyers by all salesmen, and it is being placed in a very liberal way in open stock. Because of the fact that the Chester plant of this company is to be used exclusively for the production of the ivory body, the general line of white ware, including the Mayflower shape of this company will be confined to the Newell plant.

Announcement has been made that the D. E. McNicol Pottery Co. will show a new shape for the 1926 trade. This shape will be along new lines, and quite different from any shape heretofore produced by this company. A dozen or more exclusive patterns will be featured on the new shape. The name for the new shape has not been selected.

Demand for Rockingham and yellow ware continues to hold its own, but the production, so far as the local district is concerned, is just a little under normal. The full line of bowls is in heaviest requirement from all buyers, and manufacturers are in a position to make rather prompt deliveries. Warehouse stocks are not excessive, but the assortment carried is sufficient to insure the prompt forwarding of all specifications.

The plant of the Weidig Art Pottery, located at New Orleans, La., has been taken over by Maurice J. Duvernay, according to information received in the district this week. The plant is the only one of its character in the Louisiana territory, and has been in operation for a number of years.

"Business is looking up a whole lot better than formerly," was the comment of Frank P. Judge, Jr., of the National China Co., Salineville. "Demand for open stock patterns is increasing, and it is our opinion that the entire dinnerware trade will be busy throughout the balance of the year. There seems to be a better feeling among the department store trade, which indicates to us that retail buying is increasing as the season advances. Buyers are interested now in protecting their trade, and they therefore are bound to come into the market."

The Hall China Co. is showing a number of new decorations on its line of teapots, created especially for the fall and holiday trade. This entire line is in excellent demand this season, F. I. Simmers, manager of sales for this company has announced, both with department stores and also gift shops. The line includes a number of shapes, and with the added decorations, makes an excellent specialty for all retail dealers.

Early this week the trade was informed of the sale of the J. V. Farwell Co., department store at Chicago, Ill., to Carson, Pirie Scott & Co., it being one of the largest transactions of the kind reported here this year. The Farwell Co. has been active in business for three quarters of a century, and has been doing a business of over $25,000,000 annually. It is advised here that the combined interests under the control of the purchasers will represent a volume of business annually of over $100,000,000.

Since the fire loss at the Thompson Pottery Co. has been adjusted, the company is going ahead with its plans to erect a fireproof straw shed. It was the third fire loss this company suffered in the same section of its plant during the last few years.

Operations at the various plants of the Homer Laughlin China Co. are quite up to normal this season, and with the added production of their new No. 6 plant, which is equipped wth tunnel kilns, the output is heavy, but in keeping with the demand for this line. The Laughlin line will feature a number of exclusive new decorations on its 1926 line, and a number of these will be ready for showing perhaps during December.

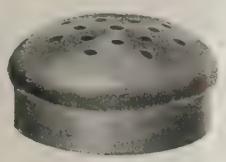
Within a few weeks it is believed that production will be commenced in the new plant of the Steubenville (O.) Pottery Co., which is now nearing completion. This new shop is one of the most modern in the Ohio Valley, although the company will continue the use of perodic kilns. A townsite is to be established in the vicinity of the new plant, and a number of employes now residing in Steubenville will occupy new homes as soon as they are erected.

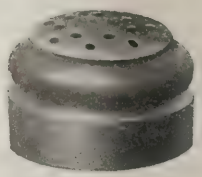
A straw which reveals the increased activity of the local pottery district is the business now being done locally by the package manufacturers. All of the local cooperage plants are working full time. Frequently of late the package manufacturers have been asked to quote on large lots

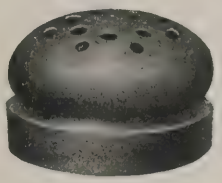
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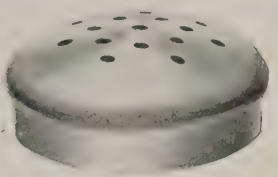
"The Top That Sells the Bottom — *since 1838*"


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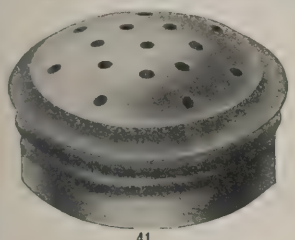

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84


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35

Made of cast metal especially adapted for shakers. Does not easily dent. Silver (lacquered) and Nickel plated. Can fit any size bottle from our great variety of 250. Hotel and Restaurant shaker tops need replacing frequently. See your local Hotel and Restaurant owners, show them the inside of their shaker top, then get their order for new tops.

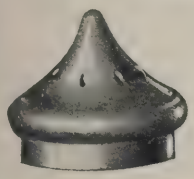

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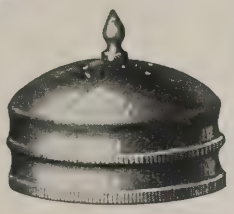
Collins & Wright, Inc.

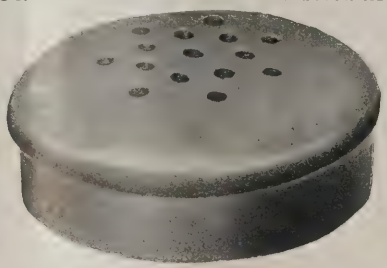
Est. 1838

5509 Butler St. **Pittsburgh, Pa.**


2385


18


60 Boston


26 Sugar


57


27



A few pieces from our popular No. 99 line which has established enviable sales records both with retailers and decorators.

Shown at the factory and by the following representatives:

Paul Joseph, 200 Fifth Ave., New York.
Murt Wallace, 157 Summer St., Boston, Mass.
W. B. Andrews, 30 E. Randolph St., Chicago, Ill.
Joseph Tomkinson, 1104 Arch St., Philadelphia.
E. B. Hill, Western Representative.
Harry T. Thomas & Co., 29 S. Hanover St., Baltimore.
Marsh & Kidd, 617 Mission St., San Francisco, Cal.

The Duncan & Miller Glass Co.
Washington, Pa.



Gammon's

round out Unique Service with

Economy Tumblers

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS

"JUST WHAT THE NAME IMPLIES"

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

WHILE the Parker House is not ready to announce its plans in detail, we are informed that two floors of sample rooms are projected for the wing from School St. along Chapman Pl., which would more than double the present number.

"Harry" V. Anderson of 36 Bromfield St. looks for a good business this fall. This week at Young's Hotel he completes a fortnight's showing of silverware of the Poole Silver Co. of Taunton, and on Monday he goes to Portland.

Andrew B. Hendryx, president of the company which bears his name, manufacturers of bird cages at New Haven, says that more bird cages have been sold this year by his company than ever before. The reason given by C. A. Withey, his Boston agent at 122 Pearl St., is the post-war supply of Harz Mountains songsters, which creates a new demand for the brass cages which have been made by his company since 1869 and for the new cages of "Pyralin," a celluloid which comes in several colors.

H. A. Martin, in addition to buying silverware, glass, china and clocks for Smith Patterson Co., is now buying jewelry as well. On his return a week ago from a buying trip to the factories and New York, he remarked on "a scarcity of up-to-date merchandise. The glass business," he continued, "was never better, with the exception of cut glass." The transparent colored glass, he explained, is generally preferred to the opaque. Among the types of glassware Smtih Patterson distribute are tea sets, iced tea and liquor sets, candesticks and perfume bottles.

Meekins, Packard & Wheat, Inc., Springfield, have a new buyer of kitchen furnishings, crockery and glassware, Mr. Pierce, who has been connected with the store for some time.

Randall & Co., 93 Federal St., have added the "Lifetime" line of the Aluminum Products Co., LaGrange, Ill., including coffee percolators, saucepans, etc., and are also representing in New England Forman Bros. Co., line of bird cages, brass goods and fancy lamps.

The Kane Furniture Co., Boston has leased for a long term a new five-story fireproof building on Main St., Worcester, which will be ready for occupancy March 1. The company operates stores in Hartford, Providence, Fitchburg, Gardner and Woonsocket. J. W. Kane of Fitchburg will manage the Worcester store.

Albert Donaldson is expected here next week with Edward B. Dickinson's dinnerware line.

J. A. Goslyn, of the Burgess & Leigh Pottery, Burslem, England, was at the Parker House this week with Emil Rosenthal, of the Fred C. Reimer Co., Inc., traveling staff. The Burgess & Leigh line is now represented in this country by the Reimer Co.

W. T. Tebbutt of the Housefurnishing Board of Trade, East Liverpool, Ohio, passed a few days in Boston last week on his way back from his summer home in Ontario.

T. T. Fryer, representing Langfelder, Homma & Hayward, Inc., with china toy teasets and Japanese dolls and parasols, left the Parker House at the end of this week for Providence.

H. P. & H. F. Hunt Co., say that the hundredth anniversary Sandwich glass reproductions of the Westmoreland Glass Co., are taking well with the New England gift trade. These include salt cellars, butter dishes, etc., of pressed glass in amber, blue and green.

Ambrose R. Caines, office assistant to H. P. & H. F. Hunt, is recovering from appendicitis and will be on deck before long, it is hoped.

"Bill" Reaper, representing the Cooperative Flint Glass Co., Beaver Falls, Pa., was at Young's Hotel, this week.

C. E. Osgood Co., furniture dealers, opened their enlarged store with big sale this week.

"Our 1926 lines are very successful," said W. R. McEvoy, wholesale buyer for Mitchell Woodbury Co. "The modern, gay patterns are proving most popular."

For Fashionable Loveliness—the CHOCOLATE SET

Not only will you be "proud as a peacock" to display this set on your shelves, but you will pat yourself on the back for securing a remarkable selling number. Its grace and charm are due to the shape, the superb decoration and colors.



WINTERLING makes this splendid ware in his Bavarian potteries. We know it is so high in value and low in price that it is good all year 'round.

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH AND SIXTH FLOORS, 49-51 W. 23RD STREET, NEW YORK CITY

Chicago Permanent Showrooms—130 N. State St. Also Amer. Furniture Mart, Sec. A-8, 2nd floor. Eugene Blum and John H. Ling in charge.

American China for American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

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Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

National Quality



Willowbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

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E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
F. A. Miner, 5 Prospect St., Rochester, N. Y.
E. E. Wilgus, Rms. 301-4, 10 High St., Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.

Salineville, Ohio

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

L. Bernardaud Introduces Distinctive Motifs and Colorings in New Dinnerware Patterns

WHEN Fernand Desmaison, manager of the New York office of L. Bernardaud & Co., 61 W. 23rd St., started out Tuesday on his Western trip, he took with him a glad heart and trunksful of new samples of dinnerware, distinctive and exquisite in design and coloring. Service plates in assorted underglazed colors blue, ruby, and green combined with encrustations with raised gold design, some with hand painted centers. A new dinnerware shape is the "Jacqueline" which has a flat wide flange and low flat cover. This is most charming. The casseroles and covered dishes, etc. come only in round shapes with handles flat; and made as part of the rim with embossings. A lattice effect in blue, with wreathes of pink roses and forget-me-nots worked into it makes a very dainty and effective border. Gold edge and full mat handles add a touch of richness. A design, quite new in character and still on display at the International Exposition of Modern Arts at Paris, where it won honorable mention, has a narrow yellow band with blue edge and blue line inside broken by small ornament. The center shows two strongly outlined flowers in rose, old gold and blue. These are placed against a circular, striped ground. The same design is worked out in rose du Barry and also in green. This is an adaptation of the modern French ideals in ceramic decoration and is worked out in tea ware and short lines. A fruit basket design combined with lattice work and scalloped effect, outlined with black line and blue dots is a lovely dinnerware pattern. Another shows a ground in tiny criss-cross in pale blue combined with bowls of fruit and scroll work in pink, brown and black. The fruit is a ruddy gold, a band in blue, yellow and black finishes off the rim. This is also gotten up with gold encrustated band and also with ivory rim. Another beautiful effect shows an ivory rim with border, gold encrusted combined with powdered blue with narrow gold and black band broken by a triangular medallion. This is a Louis XV design. A distinction of motif and color arrangement marks all the new patterns which the Bernardaud factories have sent to us this season. Highly artistic, yet of a character to appeal to the discriminating as well as the popular taste. These designs strike a new note in dinnerware which is at once unique and attractive.

Sandwich Glass Patterns

Paul Joseph, who has his office and showroom in the Fifth Avenue Building, New York, is showing some attractive reproductions of old Sandwich glass which are particularly charming. These are made by the Duncan & Miller Glass Co., Washington, Pa. The design consists of a combination scroll work and star design, on the border of the plates which shows up against a background of tiny dots which give the effect of a mass of dew drops. The center of the plate is occupied by a star set in a circular sunburst effect. The same center is made up with a plain rim. The design is made up in 12 inch plates, 8 inch, 7 inch and 6 inch plates; 6 and 5 inch nappies, a grape fruit dish; fruit salad; goblet; footed ice cream and footed sundae. The goblet is plain with the scroll and star band about 1 inch from the top of the glass and has a stem with button. These come in solid green, crystal and stained amber also with crystal center and amber rim. The colors are extremely effective worked out in this design, have a daintiness and quaintness which is most pleasing.

Association to Start Drive

(*Continued from page 17*)

result of a suggestion made by Walter Browning, buyer for R. H. Macy & Co.

It was also suggested by E. W. Hammond that each member present to get ten new members each, and although no pledge was given they all took away a bunch of application blanks.

News Briefs

H. J. Smith, of Phillips, Thistle & Smith, New York, is in Baltimore, Md., at the Howard Hotel, where he will remain until the end of the week. H. B. Thistle is in Syracuse at the Onondaga, where he will be for a few days, then goes on to Buffalo to remain a week or two making small turns from there. L. A. Bennett, traveling salesman with Phillips, Thistle & Smith, is in Philadelphia, at Green's Hotel, where he is sending in a goodly bunch of business for his house. Bronson C. Sammis, office manager, is kept busy caring for the orders sent in by the energetic proprietors and their staff.

Ed. Craig, New York manager for the United States Glass Co., has been taking his vacation by week ends. Business has been too pressing to permit an extended absence from the office.



NEW OVAL CANDY BOX

THE new 15319 Oval Candy Box is quite an innovation. It is 8½ inches long by 5¼ inches wide, and is available in black, blue, green and canary, bright or satin finish.

It can be had with four partitions, retailing for $1.75 to $2, or plain inside, retailing at about $1.25 to $1.50, as desired. A fine item for Fall selling that should be remembered on your next order.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.



Our No. 39 Breakfast Set

Consists of 39 pieces as follows: 6 each, grape fruit or oatmeal dishes, cups and saucers, 9 in. plates, 6 in. plates (bread and butters) 9 oz. goblets, 1 sugar and cream set, 1 10½ in. service or cake plate. Made in crystal, amber, green and blue glass.

Also suitable for luncheons and teas. Just the item you need to liven up sales. Going well wherever shown.

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Narcissus



Paper White Grandiflora

For growing in pebbles and water

The Paper-White Narcissus have been a means of greatly increasing the sale of fancy bowls.

These popular, easy-growing flowers for indoor culture in pebbles or fiber and water have a ready sale. They will flower in six to eight weeks after planting.

WE OFFER
12/15 cm. Bulbs, (1500 to case)
@ $15.00 per 1000
F. O. B. New York

Stumpp & Walter Co.
(Seedsmen)
30-32 Barclay Street New York

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

THE spirit of fall housecleaning has taken firm hold of the thrifty housewife and is showing itself in the active use of electric cleaners, washing machines and other time-saving devices. Housekeepers are taking a thorough inventory of kitchen utensils, woodenware, table glass and china service, in order to replenish the cast offs and broken pieces. New York department stores and shops carrying these home necessities, are awake to this situation, and are preparing for the onslaught with a well stocked assortment of these wares, featuring marked down prices and attractive tagging in window displays, to enlighten the passerby and give full advantage of special sales in housewares, china, glassware and electric labor saving machines.

Every woman who wishes to enjoy the reputation of having a correctly appointed table service, craves the possession of a well chosen number of beautiful place plates. Ovington's "The Gift Shop of Fifth Avenue." is displaying some of the most delightful colorings and exquisite border decorations in fine china place plates, which might grace the most exclusive dinner table. The decorations are bright in color effects with a large variety from which to choose, and the hostess who selects one or a number of these unusual handsome plates, may be sure to gratify the taste of the most critical guest. These lovely place plates add a touch of brilliancy to the more somber table service. They are rich in color, consistently priced, and fine examples of ceramic art.

Stocking up the pantry, china closet and housewares shelves, of the modern mistress of the home is occupying most of her time at the fall season. She finds many shelves that must be refilled with the necessary culinary devices, after a year of constant usage. H. C. F. Koch & Co. is predicating upon this fact, and is featuring cut prices in housewares and china sales. Among the attractive household utilities displayed is a large variety of home necessities including white enameled garbage cans at 89 cents; white enameled ware, oval dish pans, double boilers, tea kettles, covered saucepans, all at $1.79 each; aluminum French fryers at $1.29; metal cereal sets, 12 pieces, at $1.95, with imported display rack; porcelain top tables, with drawer at $5.75; solid brass bird cages with glass panels and wrought iron stand at $2.98; and handy metal hampers, white enameled at $1.95. In the chinaware specials there are beautiful china and porcelain dinner sets of English underglaze decorations at $30 to $85, gold encrusted sets at $110 to $395 and limoges and other sets at equally low prices in exceptionally fine designs and patterns. These are enticing items of the up-town district.

Appealing inducements in housewares are being offere by Ludwig Baumann & Co. in a long list of useful arti cles including vacuum cleaners with all attachments a $54.50; electric washers at $165; electric irons with stand complete, at $2.98, and electric sewing machines at $39 These all come under the head of electrical appliance at a liberal figure. Cabinet gas ranges, with white por celain panel doors at $33.59, three side door icer with snow white food chambers at $23.75, porcelain top tables white kitchen chairs and a host of similarly low price household articles add to the splendid values in the sale

---

In the sale of beautiful and artistic china and glasswar at Stern Brothers, there is a rare assortment of importe and domestic patterns and shapes to please the critica shopper. Luncheon sets priced at $9.75 of fine light weigh American porcelain in lovely floral patterns, blue or all over bird and maroon edge in service for six; limoge china dinner sets at $42.50, colored conventional borde in Persian colorings and mat gold handles, and mor expensive sets at $189 etched with gold, open stock, ar a few of the favored patterns. Imported amber colore glass stemware at 45 cents each and gold encrusted stem ware of clear lead blown optic effect, featuring wate goblets, sherbets, fruit salad, cocktail, iced tea and tabl glasses at the sale price of 95 cents each and gold en crusted glass service plates combine in adding to th noticeable objects at reduced prices.

For the electrical appliance enthusiast, B. Altman i offering some exceptional values in specially priced article of this nature. Reversible toasters, the most useful o breakfast accessories, priced at $3.75, nickel plated; waffl irons, nickel plated with solid aluminum grids at $6.50 six pound irons at $3.50 and eight cup percolators heavil nickelplated over solid copper at $6.90, denote some o the desirable electric devices at the Altman sale, all o standard make, and remarkable values at the prices name

---

Vantines, the House of the Orient, is featuring an ur usual demonstration of excellent chinaware in 100 piec dinner sets of two patterns, decorated with floral wreath inclosed in gold stripes, and also sets of plain white edge with gold stripes. Some of the cups and other pieces hav gold handles giving a rich effect. These sets are price at $37.50 and $56.25. Beautiful sea green satin glaze Sedji dinnerware in open stock; blue Cantonware show ing the ancient Chinese legend design, also open stock and exquisite gold medallion dinnerware, a service use by the most exclusive, are among the Vantine speciall priced chinaware which is interesting those wishing distinctive dinner service.

MERCER HOTEL WARE

A Unique Product

Announcing

6 NEW PATTERNS
in Brilliant Colors

NOW READY FOR FALL SHIPMENT

Write for samples

MERCER POTTERY COMPANY
TRENTON NEW JERSEY

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

LET US TALK TO YOU ABOUT YOUR ADVERTISING.

ROBERT RAWSTHORNE COMPANY

ARTISTS : PHOTOGRAPHERS : ENGRAVERS
PRODUCERS OF DISTINCTIVE ADVERTISING
"Pittsburgh's Complete Advertising Service"
HEEREN BUILDING AT EIGHTH AND PENN
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901-9 Monroe Ave., Rochester, N. Y.

Originators of

Unusual Creations in Decorated China and Glassware

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Also Displays at

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970 Drexel Bldg.
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Bush Terminal Sales Bldg.
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"Dandy-Line" Yellow BOWL SETS

3 - 4 - 5 - 6 - 7 Piece. Acknowledged the best made. Largest selling sets on the market. Why? Let us tell you.



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N. Y. Office—Cox & Co.
120 5th Ave.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

MORE activity was displayed in the market for dinnerware, glassware and art goods, according to the wholesale factors in the Chicago market last week. Holiday buying on the part of the merchants has gotten under full sway and reorders are coming in in excellent volume. Conditions now point to a big Fall and Holiday season.

W. A. Spenle, Chicago representative for the Iroquois China Co., will go to Detroit, Mich., next week to conduct a display of the Iroquois products at the Better Restaurants Exposition, conducted by the National Restaurant Association, Oct. 6, 7, 8 and 9. Displays will be located in the General Motors Building.

Wabash Avenue business men have formed an association to promote the interests of the retail establishments on that street, between South Water Street and Roosevelt Road. This includes a number of he department stores which front on Wabash as well as on State Street and several of the Furniture retailers. J. A. Adams, secretary of the association, asserted that with the opening of the new South Water Street boulevard that Wabash Avenue would become a much more important business thoroughfare.

Felsman's Gift Shop has leased the store on the ground floor of the Sherman Hotel formerly occupied by a drug store, at an annual rental of $6,000.

The American Washing Machine Co., an Illinois corporation, has increased its capital stock from 2,500 shares non par value stock to $34,800 and 2,500 shares of non par value stock.

The Evanridge Potteries, 1844 Miner Street, Des Plaines, Ill., established four years ago as manufacturers of pottery lamp bases and art pottery, was incorporated last week with a capital stock of $35,000 to manufacture and sell ceramic products. The incorporators are John A. Rapp, Edward B. Rapp and William E. Rapp.

O. W. Richardson and Co. furniture house, established in Chicago in 1875, has leased from the Marshall Field Estate, the first floor, second floor and basement of the building located at 222 W. Monroe Street for a total term rental of $250,000. The company will establish a wholesale store at this location, but will continue with their large retail establishment on Wabash Ave., where they occupy an entire six story building.

The Fair will soon make first announcement of their Golden Jubilee events and 50th Anniversary sales. This retail establishment is just closing its fiftieth year of successful merchandising in Chicago and promises some mighty big sales events to the public.

Hartman's Furniture Store in their china and glass department are featuring 110 piece dinner sets with gold decorations and gold initials at $19.95. Mandel Brothers this week are continuing their homefurnishing sales, offering 20 per cent discount on dinnerware and glassware in open stock patterns, and popular colored glass items.

Glass, Pottery, Lamp & Housefurnishing Ass'n to Consider Holding Market Event

A special meeting of the Glass, Pottery, Lamps & Housefurnishing Association has been called for Thursday of this week, as a result of the discussions on the annual display question at the last regular meeting of the association on Friday of last week at the Hamilton Club. When the association meets this week a motion will be in order to reconsider the decision to hold a Market Event in the permanent Chicago Show rooms the first two weeks.

(Continued on page 30)

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A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

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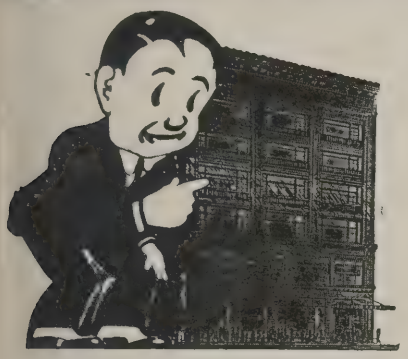
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CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.
Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

THE McANULTY CO.

Aluminum Goods for special sales. Copper and nickel plated ware. Phone Central 3240.

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Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE
178 W. Jackson Blvd.
Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars

Phone Wabash 860

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Rent at Pre-War Level

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THE UNITED STATES GLASS CO.

30 E. Randolph Street
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OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

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Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

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ECONOMY GLASS CO.
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9 North Wabash Ave Phone: Central 3236

FRENCH CHINA CO.

Office and Display Room

136 West Lake Street

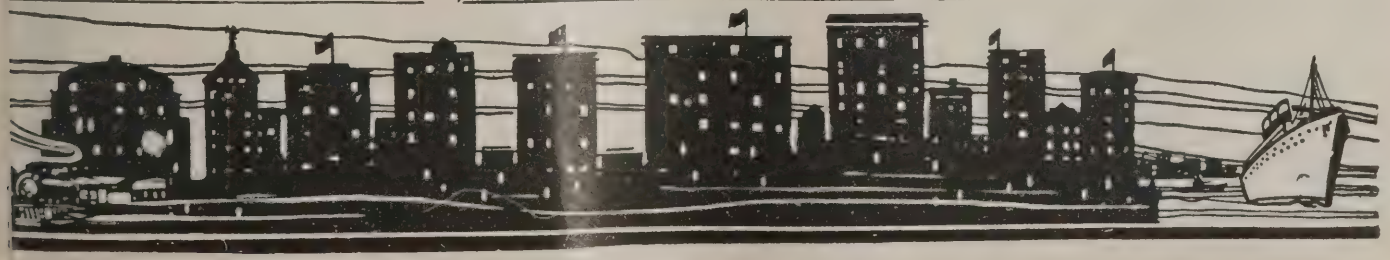
MAKE THIS SPACE Sell Goods For You

For Rates
PHONE WABASH 860

THE SEBRING POTTERY CO.
SEBRING, OHIO
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W. L. GERALD, *Chicago Representative*
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FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

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WELL KNOWN YOUNG CHINA SALESMAN is open for engagement with first class concern only (import or domestic). Thoroughly experienced traveler. Excellent personality and appearance. Box 498, care of Crockery and Glass Journal.

THOROUGHLY experienced salesman of imported china and glassware desires connection with first class concern. Wide acquaintanceship througout the trade. Unquestionable references. Bor 489, care CROCKERY AND GLASS JOURNAL.

BUYER AND MERCHANDISER—Housewares, china and toys, 18 years buying for Dept. Stores, open for engagement. Successful record. Box 497, c/o CROCKERY AND GLASS JOURNAL.

Statement of Ownership

Statement for October 1, 1925, of the ownership, management, etc., of the CROCKERY AND GLASS JOURNAL, published weekly at New York, N. Y., as required by the Act of August 24, 1912.

County of New York, } ss.
State of New York, }

Before me, a Notary Public, in and for the State and County aforesaid, personally appeared F. Calvin Demarest, who, having been duly sworn according to law, deposes and says that he is the business manager of the CROCKERY AND GLASS JOURNAL, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher, Demarest Publications, Inc., 45 East 17th St., N. Y. City; editor, Helen E. Jones, 45 East 17th St., N. Y. City; managing editor, Ernest H. Bennett, 45 East 17th St., N. Y. City; business manager, F. Calvin Demarest, 45 East 17th St., N. Y. City.

2. Owners, Demarest Publications, Inc., 45 East 17th St., N. Y. City; F. Calvin Demarest, 45 East 17th St., N. Y. City; J. Cleveland Demarest, 543 Madison Ave., N. Y. City; Clarence Kimball, 115 Broadway, N. Y. City.

3. Known bondholders, mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities, none.

4. That the two paragraphs next above giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stock holder or security holder appears upon the books of the company as trustees or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

F. CALVIN DEMAREST,
Business Manager.

Sworn to and subscribed before me this 18th day of September, 1925. HARRY UPRIGHT, Notary Public, N. Y. Co. Clerk's No. 25, Reg. No. 7020. Commission expires March 30, 1927.

What the Potteries Are Doing

(Continued from page 20)

and this indicates that the dinnerware manufacturers are in receipt of new business of rather heavy volume.

Pottery Business In Good Receipt

The general business situation in the generalware pottery industry shows little if any change this week from that recorded a week ago. Production is holding to the levels established with the opening of the fall season, and the receipt of new business while steady is classed from fair to good, so far as specified volume is concerned.

Several large specifications have been taken on by some of the manufacturers from mail order interests, but on a competitive market. One of these orders called for the delivery of between 5,000 and 10,000 packages of "short" sets.

Department store buyers are interested in the market for domestic dinnerware, and as a result the demand for open stock patterns shows that volume is larger than has been the rule for some months. There is always activity shown by the department store trade at this season of the year, and the bulk of the new business being booked by the manufacturers from this source is for October and November delivery.

September shipping, however, gives every evidence at this time of being the heaviest month of the year, and many manufacturers hold that October shipping records will exceed that of September.

Practically all salesmen travelling out of this district are now on the road, and some favorable business is being forwarded by them to home offices. Direct mail orders are also in very fair receipt. There is still a tendency noted on the part of some interests to be conservative, but at the same time the orders being received are calling for larger volume than has been the custom during the summer period.

Consider Market Event

(Continued from page 28)

of next February. Twelve members of the association were in attendance at the meeting last week when the recent hotel show announcement of the newly formed China, Glass and Gift Association was reviewed. Some members of the older organization felt that the newly formed body, which includes some who are members of both organizations would soon absorb the "parent" association and shift the leadership in the local trade into other hands. One member felt that the Glass, Pottery, Lamp and Householding Association should also announce a hotel show, as the new organization had done. This suggestion brought on the motion to reconsider the last decision to hold a Market Event, and called for a special meeting to get the vote of the entire membership.

Further discussion brought out a desire on the part of

this association to work with the new China, Glass & Gift Association so far as joint advertising of the two selling events was concerned. The dates coinciding, make the joint advertising plan possible. This, however, was held in abeyance until definite action is taken at the next meeting.

One new member was taken into the association, Maude M. Schmidt of the Hugo Schmidt Co., Detroit, Mich. Those who attended the meeting were: Sam T. Natkin, president; Martin Simpson, Fred Renshaw, Bert Rinkin, Jerome Power, Frank Tinker, John Bowman, Ira A. Jones, Earl Newton, E. M. Meder, Walter Minnemeyer and J. H. Smythe.

Buyers in New York

SEPTEMBER 24, 1925

W. W. Dodge, glassware, house furnishings, toys, J. G. Myers Co., Albany, N. Y., 220 5th Ave. (F. Atkins).

SEPTEMBER 29, 1925

Miss M. Goodwin, silverware, R. H. White Co., Boston, Mass., 432 4th Ave.

G. A. Leary, house furnishings, china, toys, Castner-Knott D. G. Co., Nashville, Tenn., 23 E. 26th St. (W. T. Knott).

J. A. Watson, house furnishings, Reid & Hughes Co., Norwich, Conn., 315 4th Ave. (D. G. Alliance).

SEPTEMBER 30, 1925

R. W. McCarthy, china, house furnishings, Allen W. Hinkel Co., Wichita, Kansas, 115 W. 30th St. (Weill & Hartmann).

E. Rafferty, lamps, hardware, Denholm & McKay Co., Worcester, Mass., 159 Madison Ave. (Syndicate Trading Co.).

Dollar Buys 63.2 Cents Pre-War, Says Fisher

Prof. Irving Fisher of Yale University announced that last week's prices averaged 158.3 per cent of the pre-war level. The purchasing power of the dollar was 63.2 pre-war cents.

Crump's index number was 151.2.

Index numbers for the last five weeks follow:

	Fisher	Crump
September 27	158.3	151.2
September 20	159.0	151.5
September 13	158.1	151.7
September 7	158.4	152.1
August 30	157.3	153.0

Established 1869

B. F. DRAKENFELD & CO., Inc.

50 Murray Street New York

Sole Sales Agents for the Glass Industry

American Smelting & Refining Co's

DENSE WHITE ARSENIC

E. J. Lavino & Co's

Manganese Dioxide

Powdered—Granular—Pea Size

Best Values in

JARDINIERES

Vases, Candlesticks, Bowls and Novelties

SEE YOUR JOBBER OR WRITE US



THE BRUSH-McCOY POTTERY CO.

ZANESVILLE, OHIO

N. Y. OFFICE—COX & CO., 120 FIFTH AVE.

We make the "LINES THAT SELL."

HEADQUARTERS



HEADQUARTERS of the opposing generals at the battle of Gettysburg, one of the decisive engagements of the Civil War. General Lee, of the Confederate Army, directed his troops from the stone house, the commander of the Union Army, General Meade, issued orders from the house shown in the lower picture.

IN the ceramic industry field what factors must be observed to earn the title of headquarters? Insofar as feldspar is concerned it is the ability to give the quality that buyers demand, as well as the uniformity that may be depended upon.

Minpro No. 1 Feldspar assures the satisfaction of the user—both as to quality and uninterrupted supply.

Samples and analyses gladly submitted upon request.

The ROESSLER & HASSLACHER CHEMICAL CO.

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BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

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JOHN DAVISON, Inc., *14 Barclay St.*
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Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

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Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
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WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

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AS THE EDITOR SEES IT

In Defense of Retail Merchants

Newspapers are beginning to realize more and more the important part that the retail merchant plays in the building up of a community. Perhaps a good many newspapers have realized it for some time, but within the last few months editors have been putting their thoughts on paper, and it begins to look as though the retailer would eventually occupy the position he rightfully deserves.

The Alma (Mich.) *Record* ran a lead editorial recently under the caption "Trade Builds Communities," and went on to say:

"If merchants and their helpers were not a pretty good-natured class of people, whose rough edges have been worn away by much contact with their home folks, they would have reason to get irritated at times.

"There are some people who will send off or go to distant cities and make important purchases of clothing and house furnishings. Then when they find that they want some little trifling article in a hurry, they will rush down to the home store and demand that it be supplied them instanter, and blame the store if it does not have precisely what they want. They expect the stores to keep stocked up all the time on a wide variety of goods, but they do not help supply the all-around patronage which is the only basis for keeping such a general stock.

"It is a tremendous convenience and advantage to have a fine group of retail stores in a town. Such establishments connect a community with sources of supply that reach all over the world. A good store supplies the comforts and essentials of civilization, and it is wonderful benefit to have it close by where you can call on its service at any moment and gets its supplies and its advice."

At another point in the editorial the newspaper scores heavily with this pungent paragraph:

"Some people get the idea that there is a lot of profiteering in retail trade. If these folks only realized the true condition of affairs, they would realize the retail stores are doing business to day on a smaller profit than ever before.

"The higher range of prices prevailing since the war, has stimulated competition and has forced retail trade to remodel its system of operation and make every possible improvement and economy in its methods. The stores are saving a margin for the public as the result of improved distribution methods.

"Merchants today are putting more brains into their work than ever before. They get better expert advice, they understand markets better, they train their employees to render better service."

The Raison D'être for the "Peddler"

If store keepers were alive to the sales possibilities of the commodities they sell they would never be bothered by "glorified peddlers" who, when they did enter the field, would find it barren. The dealer should, rather, make use of these chaps when they appear in the vicinity, making overtures to them to canvass the district for them and for their complete line.

Or perhaps they could make arrangements with the firm whose goods are being demonstrated to take over the local agency and so, get a profit out of the visiting peddlers' efforts.

The salesman is distinctly within his rights and no exception can legally be taken to his efforts. He is simply taking advantage of the short-comings or neglect of the local dealers.

If a strange and well trained salesman can make incursions into a territory and take orders for twenty-five or fifty dollars worth of a commodity of which the local dealer would count himself fortunate if he sold five dollars worth at a time, it proves that the business is there, but something is wrong with the selling methods of the dealers.

Crockery peddlers have been discovered in unexpected localities. There is no reason why this should be, unless the retailer is piling too much profit on his goods or is not using wide-awake methods or the peddler is selling a low grade of merchandise.

Leading Industries Busier in August

Reports to the Department of Commerce on business conditions in August indicate increases over July in the principal industrial indicators, such as the production of anthracite and bituminous coal, beehive coke, lead, Douglas fir and yellow pine lumber, and paving brick, as well as building contracts awarded, both in floor space and value.

Decreases from July occurred in the production of silver, by-products coke, Northern and Western pine lumber, steel barrels, finished cotton mills and bookings of fabricated structural steel.

Postal savings, new insurance business and savings in New York State banks showed increases, while sales of ordinary insurance and bank clearings declined.

In comparison with August, 1924, all items registered substantial increases with the exception of bank clearings in New York City, postal savings and the production of silver.

August Exports of Earthenware, Etc.

Commerce reports on exports of earthen and stoneware for July show an increase in table and kitchen ware and a slight decrease in other ware. List of exports by countries is as follows:

Countries	Table, Toilet or Kitchen Ware		Other Earthen, Stone and Crockery Ware	
	Pounds	Dollars	Pounds	Dollars
Belgium	108	70	—	—
Esthonia	—	—	64	10
France	—	—	30	25
Italy	—	—	83	80
Norway	—	—	—	—
Poland and Danzig	—	—	2,880	98
Switzerland	—	—	—	—
United Kingdom	466	106	1,582	529
Canada	1,895	461	1,327,080	18,308
British Honduras	259	37	—	—
Costa Rica	390	225	502	97
Guatemala	—	—	—	—
Honduras	1,469	326	5,848	114
Nicaragua	270	72	18,172	233
Panama	1,375	202	80,928	2,823
Salvador	—	—	70	22
Mexico	2,535	683	271,258	5,348
Miquelon & St. Pierre	—	—	2,712	101
Newfoundland & Labrador	519	102	988	48
Bermuda	305	90	907	168
Jamaica	245	53	596	68
Other Brit. W. Ind.	306	44	1,051	144
Cuba	22,765	3,896	1,025,802	20,314
Dominican Repub.	259	41	290	94
Dutch W. Ind.	—	—	166	34
Haiti	1,238	308	90	16
Virgin Is. of U. S.	276	49	96	12
Argentina	—	—	50	50
Brazil	—	—	890	114
Chile	24	13	—	—
Colombia	811	134	6,492	3,292
Ecuador	—	—	120	15
Peru	737	115	655	61
Uruguay	—	—	—	—
Venezuela	—	—	19,583	461
British India	—	—	144	100
China	158	200	524	75
Chosen	—	—	—	—
Hejaz, Arabia, and Mesopotamia	180	105	—	—
Hongkong	—	—	—	—
Japan	—	—	—	—
Philippine Is.	55	28	539	193
Turkey in Asia	56	20	—	—
Australia	72	22	643	152
Belgian Kongo	19	8	—	—
British W. Africa	34	21	—	—
British S. Africa	156	35	149	38
Canary Islands	—	—	—	—
Other French Africa	—	—	—	—
Liberia	35	30	—	—
Other Port. Africa	51	24	—	—
Total	37,068	7,520	2,770,984	53,237

Trade in Second Half of 1925 Looms Up Bigger

Business has been well sustained so far this year by a condition of effective working balance between its fundamental controlling factors, according to the business bulletin of the Cleveland Trust Co. "In previous years," it is declared, "periods of sustained prosperity have come when expanding industry, good farm prices, large export trade, and ample supplies of credit have simultaneously contributed to constitute a sound and well balanced business situation.

"These factors have all been present this year, and it is now becoming increasingly probable that they will be maintained during the rest of this year, and into 1926. Reports from the agricultural districts indicate that crops are going to be large in volume, and to sell at good prices. Export trade continues at high levels, and there is little prospect that it will soon decline, or that foreign competition will become serious in the near future. Industrial production is expanding, and building construction, and the automobile industry are making new high records. Ample credit at easy rates is available for every promising business operation.

"It seems entirely improbable that the general business situation will soon be thrown out of balance by important unfavorable developments in any one of these fundamental factors. On the contrary, the likelihood now seems to be that business during the second half of the year will be distinctly better in many lines than it has been during the first half.

"A careful combination of the figures from a large number of diverse kinds of business indicates that about 43 per cent of the total volume of manufacturing, transportation, selling and financing normally takes place during the first half of the year, and the remaining 57 per cent during the second half."

Analysis of Stock Control and Inventory Practice

THE purpose of merchandise control, according to J. B. Guernsey, in the *Retail Ledger,* is to have stocks so complete that any customer can find anything he may reasonably ask for, yet so small the stock will sell out before part or all of its value is lost. Since the merchant's big job is to have what the customers want at the time they want it, at the right price and in the right quantity, he cannot afford to guess what to put on his shelves—nor to trust to his memory. Merchandise control supplies the facts essential to sound solution of the many problems involved.

Five recognized divisions of practice he outlined as:

1. Planning control: Per cent mark-up, turnover, stock on hand at beginning and end of period. Such general factors as the following must be taken into account: Experience of last year, of recent years, of preceding months, market prospects, upward or downward trend of prices, position of holidays in period, etc.

2. Purchase control: Amount of orders placed and orders unfilled.

3. Sales control: Daily department sales, actual and planned.

4. Stock control: When the first three have been properly controlled, stock control is automatically affected.

5. Profit control: Mark-up.

(c) Requisites of merchandise control:

1. Sales net: Daily to date; same day of last year; same date last year.

Best previous day to beat; best previous month to beat; best to date to beat.

Daily average sale; daily sales required to meet plan.

By prices this week, this month, same week last year, same month last year.

2. Objectives: Method in which objective may be obtained. The volume in money representing the goal.

3. Buying plan: Orders placed, delivery this month, next month, future delivery, outstanding orders.

Reserve stock in department or warehouse; prices of merchandise in stock by department.

Open to buy by prices in volume of money, by pieces.

Planned per cent mark-up, month and to date.

Planned stock to close of month, of season.

4. Purchases: Daily, monthly and to date; per cent mark-up.

5. Inventory: End of month, of season or year.

Sales records should cover the following, he said:

(a) Classes of merchandise: Subdividing by size, price range, style, etc., in as much detail as possible.

(b) Actual movement of merchandise by such subdivision.

(c) Number of articles on hand in each subdivision.

(d) Number of articles on order in each subdivision.

(e) Names of manufacturers, with sales of products.

(f) List of all merchandise in stock over sixty or ninety days and six months.

(g) Sales lost during week because of inadequate stock.

(h) Wants of customers indicating coming demand for which there is no merchandise on hand or on order.

(i) Description of each article stolen or unaccounted for.

As to reports, he declared such records quickly and accurately reveal what lines are moving fast and what are sticking. Such information is of utmost importance and should be made known to buyers at once. Based thereon, profitable reorders can be placed and often accumulation of the leftovers can be avoided. Such reports keep the whole stock moving instead of a few articles.

The reduction book is not the best cure for all evils, though reductions taken immediately, when necessary, keep the shelves clean and the capital turning. Some stores so operate that when an article is in stock a certain period a cut in price is taken automatically. The merchandise manager and buyer determine amount of reduction. Reduction sheets are issued in duplicate. The one sent to the marking room is the authority for making new price tickets and reticketing the merchandise, and it is then forwarded to the inventory clerk.

For lost sales, he said any practical call or want system can be used. Reports should be received daily from salespeople of all serious requests for merchandise which could not be supplied from stock—checked against record to determine not in stock—then checked against order entries to determine if due. If on order, customer is notified, and if not on order, decision is made as to what to do.

He outlined the problem of inventory this way:

(a) Various forms: Tag system discussed.

(b) Preparation of department for taking inventory. (Clear up claims, disputes.)

(c) Method of taking and listing: Employes should work in pairs, one calling, the other listing. Data includes: Date, name, number and location of department, names of employes calling and listing, articles, season and month, lot number, retail price, unit, pieces, yards, dozen or gross quantity.

(d) Miscellaneous instructions: Never use scratch paper to tally. All merchandise must be listed whether forward, reserve, in receiving room, warehouse, display cases, show windows or anywhere else. No corrections should be made—draw a line through incorrect item and make new entry.

In some departments it is necessary to spend several days listing—in which case merchandise sold after listing should be entered on special sheets, plainly marked in colored pencil, "Sold after inventory—deduct."

There is an advantage in using independent double list-

(Continued on page 26)

CAUGHT IN THE NEWS NET

A VISITOR in New York this week was A. J. Bennett, head of the Cambridge Glass Co., Cambridge, O., who stopped in New York over Monday to consult with O. C. Graham, manager of the concern's New York office. Mr. Bennett was on his way home by motor, accompanied by Mrs. Bennett, after spending the summer at Dixville, N. H., as is their usual custom. He expressed himself as well satisfied with the present condition of business and was very optimistic as to the future.

A short notice in the Boston News in last week's CROCKERY & GLASS JOURNAL, advising of a visit of W. T. Tebbutt, of East Liverpool, O., brought the following rise from this irresistible collector. He states that he "arrived in Boston on Friday at 1:30 P. M. and left Saturday at 2:30 P. M., having gotten settlement of a $3,000 claim." Nothing slow about friend Tebbutt.

Charles P. Stouffer, president of the J. H. Stouffer Co., well known decorators of fine gold encrusted ware, 2619 Prairie Ave., Chicago, left the end of last week, after being in New York for two weeks on a business trip. Mr. Stouffer's plant is very busy and he sees nothing ahead but good business. Mrs. Stouffer accompanied him on his trip.

William Albert, manager for Charles H. Taylor, New York representative for the S. A. Weller Pottery, upon receiving word from Zanesville, O., on Monday of the death of S. A. Weller on Sunday, left immediately for Zanesville, where he remained to attend funeral services on Wednesday afternoon.

A. L. Volk, of the New York sales staff of the Libbey Glass Mfg. Co., returned last Thursday after a two weeks trip to Florida. He booked a fine volume of business for the firm and was highly enthusiastic over the future possibilities of Florida as a market for glassware.

Charles Vogt, of Vogt & Dose, who has been at the factory at Limoges, France, for the past four months, developing new lines, is a passenger aboard the *Belgenland*, due to arrive in New York Saturday.

Harry S. Clarke, sales manager for B. Tomby & Co., who has been visiting the foreign plants represented by his firm in this country, is now homeward bound, being scheduled to arrive home on October 15. Mr. Clarke has been working with the various factories on new lines to be brought out and accelerating shipments of orders.

Invitations have been sent out by Ira M. Clarke, of the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., and Mrs. Clarke for the marriage of their daughter, Miss Mary Clarke, which will take place at eight o'clock Friday evening, October 16, at St. Andrews Protestant Episcopal Church, Pittsburgh. Miss Clarke will marry Mr. Alexander Schlens. Both the bride to be and the bridegroom are very popular socially in and about Pittsburgh.

Richard I. Ratner, of the Libbey Glass Mfg. Co., who is in charge of the concern's New York office, left Monday night for a five weeks trip to California in the interest of the line. His first stop will be Chicago, from where he will make stops en route calling on the larger hotel and restaurant supply concerns.

Word has been received of the death in Europe of Gooste Labouchere, son of a wealthy Delft pottery manufacturer, while flying from Amsterdam to Paris. He spent several years in the United States following the world war, and toured the pottery districts of this country. His plane was caught in a tree top while he was attempting to make a landing in a fog.

Mr. Calhoun, of Bruder & Calhoun, dealers in jewelry and high class china and glassware, Fort Wayne, Ind., arrived in New York Monday on a buying trip.

John A. Nixon, Philadelphia, agent for the Cambridge, (O.) Glass Co., made a flying trip to the New York office of that concern on Tuesday. He spent several hours in conference with A. J. Bennett, president of the company and O. C. Graham, the New York representative.

George T. Wolcott, Corning, N. Y., was in New York Tuesday of this week buying glassware.

Mr. Joseph of the Dohrmann Commercial Co., San Francisco, Calif., is expected at the New York office in the near future.

William Gilmore, buyer of china and glass for the John Shillito Co. store, Cincinnati, O., according to report, resigned his position with the firm Sept. 26th. His successor has not been announced.

The Ro-Bo Mfg. Co. was recently incorporated in New York to make toys. Those interested are A. J. Kaufman and M. Dienstel. Capital stock is listed at $6,000.

Lloyd Bryant, sales manager of the Tiffin, O., works of th United States Glass Co., is in New York and will remain till the end of the week. He is here on special business.

"Jack" Patterson to Rest For Year

It will be a source of keen regret to a wide circle of friends in the trade to learn that J. W. Patterson better known as "Jack" sales manager for the D. E. McNicol Pottery Co., Clarksburg, W. Va., is obliged to give up his position after January 1, on account of poor health as his physician insists that he take a year's rest. Between now and the first of the year he will assist in getting up the new specialty line for 1926, and will be at the Pittsburgh exhibit in January to introduce and assist his successor J. A. Cronin.

Mr. Cronin has been with the firm for the past four years and is familiar with the line and "Jack" recommends him to his many friends as a good fellow and one being worthy of their confidence.

J. P. Sutton who is well known to the trade has also joined the concern's sales force and will make a trip over his territory in the near future.

J. Howard Fry Heads Libbey Glass

J. Howard Fry, for some time past a vice-president of the Libbey Glass Mfg. Co., Toledo, O., has resigned his position and gone to Florida. He expects to locate at "Holly-Wood-By The-Sea." in which these private plants will be manufactured.

OBITUARY

Samuel A. Weller Dies

Samuel A. Weller, head of the S. A. Weller Co., Zanesville, O., a prominent figure in the art pottery manufacturing business for years, whose success is one of the outstanding achievements of the pottery industry in this country died Sunday afternoon at a private sanitorium in Washington, D. C., at the age of seventy-four. He was taken ill three weeks ago shortly after going to Washington on business.

Mr. Weller was a practical potter beginning on a small scale in Fultonham, O., in 1873, manufacturing plain unpainted flower pots which he sold on the road. In 1882 he went to Zanesville and leased a frame building on Second St. which he used as a warehouse. In six years his business had grown until he removed his factory to a frame building on the river bank at the foot of Pierce St. in Putnam.

In 1890 he purchased the old show grounds in Putnam and erected a plant abutting the railroad between Pierce St. and Cemetery Drive. The building on South Second St. and the first factory were abandoned at that time.

In his larger quarters he began the manufacture of jardinieres, hanging baskets, umbrella stands and similar articles. So rapidly did his business expand that he found it necessary to build an addition in 1893 and another in 1894. The secret of S. A. Weller's success in the pottery business was his ability to change his product to conform with changing time. One of the first of his products was the Rookwood pottery. In succession the Lonhulda and Louwelsa and Sicardi pottery were produced.

In May of 1895 all of the buildings, with the exception of the first small building, were completely destroyed by fire. By October of the same year, however, pottery was being manufactured in a new plant built on the same site.

With the products of the Zanesville potteries selling in all parts of the world it was soon found necessary to create additional space. The buildings belonging to the American Encaustic Tile company, on the Marietta road, were taken over.

It was under his direction that the Weller potteries grew from an industry employing 15 men to one giving employment to 500. The Weller pottery ware is known in all parts of the world.

S. A. Weller was always identified with movements looking to the betterment of Zanesville. He actively supported all civic organizations and the projects they sought to further.

He was a member of the Grace M. E. church. He was also a member of the Zane club and of the Zanesville lodge of Elks.

Besides his widow he is survived by two daughters, Mrs. Frederick Grant and Mrs. Louis Weller Reilly, a sister, Mrs. Noah Tanner, of Brighton Boulevard and two grandchildren.

Mr. Weller's friends in the trade were legion, and he will be greatly missed by them. His funeral was held in Zanesville on Wednesday afternoon.

Examination for Junior Ceramic Engineer

Receipt of applications for junior ceramic engineer will close November 14. The date for assembling competitors will be stated on the admission cards sent applicants after the close of receipt of applications.

The examination is to fill vacancies in various branches of the Government service throughout the United States.

The entrance salary in the District of Columbia is $1,860 a year. After the probationary period of six months required by the civil service act and rules, advancement in pay may be made without change in assignment up to $2400 a year. For appointment outside of Washington, D.C., the rates will be approx-

imately the same. Promotion to higher grades may be made in accordance with the civil service rules.

The duties consist of such work as routine testing, preparing specifications for engineering material or apparatus, assisting in conduct of experimental research tests, compiling reports, handling technical correspondence, and other related work.

Competitors will be rated on general physics; pure mathematics; practical questions on ceramic engineering, including applied mechanics; and education, training, and experience. Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil service examiners at the post office or custom house in any city.

Buyers in New York

October 1, 1925

J. W. Waldorf, glassware, Hochschild, Kohn & Co., Baltimore, 220 5th Ave. (F. Atkins).

Mrs. Davison, silverware, Palais Royal, Washington, D. C., 455 7th Ave. (Kresge Dept. Stores, Inc.).

October 2, 1925

A. A. Hall, china, glassware, lamps, Miss E. Newcomer, china, glassware, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Assoc. Merchandising Corp.).

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

F. V. Zug, china, house furnishings, Kaufman's, Harrisburg, Pa., 1150 Broadway (F. Lilienthal, Inc.).

October 5, 1925

R. F. Beckett, silverware, china, house furnishings, glassware, Anderson-Newcomb Co., Huntington, W. Va., 455 7th Ave. (C. A. Cook).

J. Jonas, lamps, Famous & Barr Co., St. Louis, Mo., 1115 Broadway (E. M. Sostman).

E. F. Ochs, house furnishings, silverware, china, Miller, Rhoads & Swartz, Inc., Norfolk, Va., 432 4th Ave. (D. G. Union).

October 6, 1925

Mrs. E. B. Sullivan, lamps, E. B. Sullivan & Co., Chicago, Ill., Biltmore.

Mr. Goldsmith, silverware, Goldsmith Stores Co., Cincinnati, O., 128 W. 31st St. (Kirby, Block & Fischer).

G. E. Debus, silverware, May Co., Cleveland, Ohio, 1115 Broadway (Em. Sostman).

T. R. Kidd, house furnishings, toys, silverware, cut glass.

R. A. McWhirr Co., Fall River, Mass., 315 4th Ave. (D. G. Alliance).

E. F. Ochs, house furnishings, Miller, Rhoads & Swartz Co., Norfolk, Va., 432 4th Ave. (D. G. Union).

R. Lippman, silverware, Rosenbaum Co., Pittsburgh, Pa., 112 W. 38th St., 19th floor (National Dept. Stores, Inc.).

Miss C. A. Quin, silverware, McCreery & Co., Pittsburgh, Pa., 23 E. 26th St. (W. T. Knott).

G. P. Pierce, house furnishings, Meekins, Packards & Wheat, Springfield, Mass., 432 4th Ave. (Dry Goods Union).

Miss I. Zastow, silverware, Famous & Barr Co., St. Louis, Mo., 1115 Broadway (E. M. Sostman).

J. R. Levy, lamps, La Salle & Koch Co., Toledo, O., Broadway and 34th St. (R. H. Macy Bldg., 15th floor).

October 7, 1925

W. R. Scarlett, silverware, Houghton-Dutton Co, Boston, Mass., 1150 Broadway (F. Lilienthal & Co.).

H. E. Kline, china, toys, lamps, Watt & Shand Co., Lancaster, Pa., 432 4th Ave. (D. G. Union).

J. A. Donovan, house furnishings, A. B. Sutherland Co., Lawrence, Mass., 432 4th Ave. (D. G. Union).

D. Leventhal, house furnishings, Boston Store, Utica, N. Y., 881 Broadway (M. I. Federman), Breslin.

U. D. Schimpf, silverware, Hecht Co., Washington, D. C., 1150 Broadway (F. Lilienthal & Co.).

W. Speliman, house furnishings, John C. MacInnes Co., Worcester, Mass., 432 4th Ave. (D. G. Union).

An Appeal for Complete Address for Mail

John J. Kiely, postmaster, sends this appeal from the United States Post Office, at New York:

The Post Office Department has for some time past been conducting an intensive and nation-wide campaign with the view to having mail plainly, completely and correctly addressed. The cooperation of merchants and other business organizations is earnestly solicited. Merchants and others in business can aid materially by including in their letter and bill heads, and other stationery, particularly order blanks, envelopes, etc., and also in all advertisements, in magazines and in newspapers, their complete street address.

In effecting delivery of mail in large cities, it must be first distributed to station districts and then to the carrier routes. It is obvious that mail is more expeditiously distributed by street and number as when only the name of a firm or building is used, the location must be known to the postal clerk. Names of buildings are frequently changed and in many cases similar. The number of office buildings is increasing so rapidly that the use of names exclusively in addressing mail makes it difficult for post office clerks and railway mail clerks to memorize their names and locations; where, if the street number is used correct distribution may be made quickly without regard to the name of the firm or office building.

To expedite the handling and distribution of mail, there are employed large forces of clerks at night and in the early morning hours, and a considerable quantity of mail is distributed on trains by railway mail clerks, in order that it may be ready for delivery immediately upon reaching the post office of address, and the cooperation of patrons in using building numbers instead of, or in addition to, building names will enable this great force of men to make more effective distribution.

The practice of addressing mail to an avenue or street corner tends to confuse the distributor and promotes delays in delivery. Many of the intersecting corners of streets and avenues are located within the territory of two or more postal station delivery districts. Without definite street number the mail may be missent and subsequently further delayed by being assorted to the wrong carrier route, several different carrier routes serving the mail for the various corners. The proper way is to address mail to house number and street.

The inclusion of the number of the room, as well as the building number and name of street, enables the carrier promptly to route such mail for proper delivery, and that this is especially true when an inexperienced substitute carrier is working in place of the regular carrier, or when a new carrier is assigned to the route, which might result in the mail being sent to the directory section for proper address, necessitating further delay in delivery.

Railway mail clerks make distribution enroute on trains on railroad lines terminating in States distant from here. Many of these mail clerks have probably never visited this city. The scheme of distribution they study is based

(*Continued on page 19*)



The Edme Shape

WE illustrate above our well known Edme Shape, the Ivory Tint of this Queensware dinnerware as well as the beautiful modelling of every piece of the service renders it deservedly one of our most popular shapes.

This is carried in full open Stock together with many other attractive Queensware designs.

Our Trade Mark WEDGWOOD is impressed in the clay on the back of every piece.

We caution our trade to beware of plausible imitations which have not the name WEDGWOOD so impressed.

Josiah Wedgwood & Sons, Inc.

of America

255 Fifth Avenue New York

C & G JOURNAL. ART DEPT



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



FLINT glass manufacturers are pleased with the volume of business now in daily receipt, and all flint factories are showing a steady production of all lines. In fact the flint factories are now in the midst of the most active season of the year, due to the demand for fall and holiday stocks. The entire line of flint merchandise is in good request, and shipping is exceptionally active. The demand for the specialty lines this season is equal to that of a year ago, and all shops are in active production. The decorating shops are working full time, and orders with these interests are better than at any previous time this year. Department store buyers have been rather active in the market of late, and orders for holiday stocks have been placed by many of these interests. It is noticeable, however, that buyers are more liberal in their specifications just now, and the former rule of being conservative seems to have been laid aside for the time being at least. Some of the buyers are concerned in having new merchandise shipped at once, while others have been specifying November shipping. In the lighting goods section, there is a noticeable increase in new business. Portables are selling well, Boudoir lamps are also in active request. Shades and globes are in good movement and the lighting goods specialty dealers are preparing their stocks for an active season. Staples are in seasonable demand, and the production of this line is up to normal.

Glass manufacturers in the West Virginia district have been having more or less trouble because of minor labor disputes of late. Recently the Economy Tumbler Co., Morgantown, W. Va., suffered a loss in production because of some of the small help going on strike. This was not adjusted until officials of the American Flint Glass Workers' Union arrived on the scene. Then followed a similar strike at the plants of the Seneca Glass Co. wherein the boys objected to returning to a turn of 4½ hours instead of 4 hours. The trouble has been adjusted and the crews are back at work.

The main building of the blowing section of the plant of the Illinois Glass Co., Chicago Heights, Ill., has been destroyed by fire of undermined origin. The building is a total loss. As soon as the loss has been adjusted, the company will rebuild the destroyed section.

Portions of the plant of the Charles Boldt Glass Co., Huntington, W. Va., which was partially destroyed by fire in the summer are now being rebuilt. The headquarters of the company are at Cincinnati, and it is the intent to place the Huntington plant on the same production basis as it was before the fire.

Colored glassware is having an excellent demand, according to the manufacturers of this line. It is declared that the specialties are in excellent request, and that orders for the holiday season are in excess of the volume of a year ago. One of the best sellers at this time, so it is said, is the colored glass plate specialty. Factories featuring this line are in receipt of some excellent business, which indicates that the line is selling well at retail. Jobbers have also been ordering in liberal volume of colored glassware, and the manufacturers say that the business now on hand and that in daily receipt insures the steady operation of plants until the close of the holiday season.

The Saeger Glass Jar Co., Smethport, Pa., has received the deed to the property it recently acquired at Bethula. The Saeger company is headed by Julius Carlson and O. W. Hansen, Kane, Pa., and it is the purpose of the new company to enter the production of glass containers under special patents which have been recently granted.

According to the Wheeling *Intelligencer* of the September 29 issue, "An order making Dent A. Taylor, vice-president of the Northwood Glass Co., receiver of that firm has been issued by Federal Judge W. E. Baker of Elkins by John H. Conrad, clerk of the U. S. district court."

The Lancaster Glass Co., Lancaster, O., is now in control of the former plant and business of the National Glass & Lens Co., Lancaster. The National plant was erected about a year ago, and the new interest is confining its production of colored glassware in the National plant.

Steady production is now the rule at the plant of the Cooperative Glass Co., Corydon, Ind., which is confined exclusively to lamp chimneys. This company is now operating in its new factory, its former property at Mt. Vernon, Ind., having been destroyed by fire.

The Joseph Horne Department Store made a special feature last week in its glass and china department of Lenox china and art pottery. Large advertising space was used in local newspapers for this feature sale, and as a result an excellent business resulted, not only on the lines specially advertised but in all other sections of this department.

After a brief period of idleness, the plant of the New Cumberland (W. Va.) Glass Co. has again resumed op-

(*Continued on page 30*)

New Designs in Shapes and Patterns Will Be on View August 15th

JOHN DAVISON

INCORPORATED

14 Barclay Street New York

Handsome Line of

LAMPS

with Silk and Parchment Shades

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

W. MOORCROFT, Ltd.
Art Pottery

ADDERLEY'S, Ltd.
China and Earthenware

STEVENS & WILLIAMS, Ltd.
Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

Correct Address for Mail

(*Continued from page 16*)

on street or avenue address, house numbers being a necessary and important factor.

Merchants, firms or other patrons, who receive mail through post office boxes, should print the number of their post office box and postal station district on their stationery as their mail address, otherwise delays will result. As previously indicated, mail is distributed according to street address, and if the lock box number is omitted, the mail is sorted to the carrier and he readdresses or relays the mail to the lock box window, thus making an additional handling involving delay which could be avoided.

The foregoing suggestions, relative to addresses on mail intended for delivery at business places, applies in equal force to matter directed to apartment houses. It is a distinct advantage to include in the address the street and number of the apartment building, also the apartment or suite number.

Cooperation by merchants and business concerns generally, along the lines indicated, will result in expeditious handling and delivery of mail frequently avoiding many hours delay. Many firms and corporations have titles that appear similar, and the street location and number will often prevent wrong delivery.

The Postmaster will be glad to furnish further information if desired. The help and cooperation of the public will be greatly appreciated.

Mail Order Sales Continue to Gain

Sales for Sears, Roebuck & Co., Chicago, for August are reported at $16,946,972, an increase of $3,470,646 or 25.8 per cent over the same month of last year. Sales for the eight-month period were $152,262,838, a gain of $20,452,294 or 15.5 per cent over the same period of 1924.

Montgomery Ward & Co., Chicago, report sales amounting to $11,801,892 for August, a gain of 14.2 per cent over the same month in 1924. For the eight months sales are reported as $105,070,429, an increase of 10.9 per cent.

It's Fall Again



SOON Thanksgiving will roll around. How will you recognige the holiday this year in your store's plans? Perhaps these two suggestions will be of service to you?

Window display.—Dress a window for Thanksgiving week, with a dining-table, table-cloth, plates, etc., and either a real cooked turkey or a paper maiche dummy, such as supplied by novelty or stationery dealers.

Display in the window around the table such merchandise as is suited for Thanksgiving purposes. Display a

(*Continued on page 21*)



WHAT THE POTTERIES ARE DOING



A BETTER feeling exists in the generalware pottery trade than has been evidenced for many months, according to a survey of the district made this week. There has been a decided improvement in the volume of production, taking the district as a whole, and the volume of September shipping was the heaviest of any previous month this year. At this time, the October shipping record will go ahead of the previous month, according to the view of many manufacturers. Orders are in heavier receipt by mail, while salesmen who are now traveling are also forwarding much business for current season delivery. It is the general opinion of plant owners that production of generalware will be very active throughout the balance of the year, and that even now orders are exceeding production. However, the situation is such that all specifications will be filled about on time, and there will be little if any delay in forwarding shipments as specified. Department stores are ordering open stock patterns in much heavier volume than at any previous time this year, and the large mail order interests are also showing more activity in the market than for some months. The latter concerns are buying liberally of sets. Jobbing houses are also placing orders for larger amounts, and immediate delivery is asked from this quarter. Local stocks are in nominal volume, although the usual shortage of common staple items prevails, as has always been the case. However, the manufacturers are keeping all forces on the active list, with the result the entire district is now working on a basis of 80 to 85 per cent.

The National Restaurant Assn. held its annual convention in Detroit, Mich., this week, and the Motors Building was where many exhibits of restaurant supplies were arranged. These included the exhibit of the Hall China Co., East Liverpool, which was in charge of F. I. Simmers, and Robert Simmers. The line of the Onondaga China Co., Syracuse, N. Y., was also displayed. It was expected that over 10,000 restaurant owners, managers and stewards would attend the convention, which is the largest of its kind, and whose membership is located in both the United States and Canada.

William Robinson, in charge of the commercial department of the Colonial Pottery Co., has been appointed District Deputy Grand Exalted Ruler of the order of Elks for this district. Mr. Robinson is the first pottery manufacturer to be appointed to this office. He recently completed a term as Exalted Ruler of the East Liverpool Lodge of Elks.

The Mayer China Co., Beaver Falls, Pa., has issued an interesting booklet under the caption "The Heritage of a Century." The story links this company with the fine ceramic industry for a hundred years.

The D. E. McNicol Co. has commenced the shipment of 1926 calender plaques to the jobbing trade, and the volume of business on this specialty this year is declared to be quite in advance of that of former seasons. The McNicol company is the only one featuring this item, and it has a wide distribution of the specialty. The specialty is to be had in an assortment of decorations.

Quite an improvement is reported in the volume of production at the plant of the Carrollton (O.) Pottery Co. Mail orders are showing an improvement with this firm and salesmen are also forwarding the home office much new business.

New Shape and Body in Dinnerware Receive Enthusiastic Response

Advance orders for the new "Maryland" shape, in an ivory porcelain body, are being received in such volume that the Edwin M. Knowles China Co. is of the opinion that both shape and body will prove to be one of the most popular of any of the shapes ever designed by this concern. The Chester, W. Va., plant is now getting into full production on the new ivory porcelain "Maryland" shape, and first shipments of decorated merchandise will go forwarded within a very few weeks. These shipments will be for the holiday trade only, as it will be impossible for the company to get into heavy production and shipments much before the early part of the new year. This firm is also arranging to put out a new shape from its Newell, W. Va., plant, which will be known as the "York." This shape is a fluted design, and has been installed as a companion to the famous "Mayflower" shape.

It is the intent of the company to retire from activity in the manufacturing of certain items in hotel ware, and in doing this, the "York" shape will be featured instead of the hotel line.

George Co. to Put Out New Shape

Announcement has been made that the W. S. George Pottery Co. will place a new dinner shape on the market for the 1926 trade. The first pieces of the new shape are now being put through the kilns at the No. 1 plant of this company. Volume shipping will be possible on this shape early in 1926, although it may follow that nominal shipping of the new shape will be made later this year. A number of new and exclusive decorations are to be used on this shape, some very attractive border patterns having been selected.

MERCER HOTEL WARE

A Unique Product

Announcing

6 NEW PATTERNS
in Brilliant Colors

NOW READY FOR FALL SHIPMENT

Write for samples

MERCER POTTERY COMPANY
TRENTON NEW JERSEY

It's Fall Again

(*Continued from page 19*)

ttered card—"Merchandise for Thanksgiving." It is dvisable wherever possible to put a price-card near the erchandise.

Trade invigorators—As a sale's stimulant, make up a st for two or three Thanksgiving Dinners—select a list f foods which you can obtain easily such as:

ns of pumpkin	can of oysters
anberres	crackers
lery	cakes
isins	nuts

For the piece-de-resistance of the first dinner have a rkey; for the second and third, have chickens.

Your printer can print a number of small slips of paper ith the heading: "Thanksgiving Dinner." The blank sace left on the slip should be large enough to allow stomers to write in their name and address. On your unter have a box with slip through top into which slips n be dropped. Give out one slip daily to each resident ming into your store and also one slip with each 50 cents rchase.

On the day before Thanksgiving hold a drawing, by tting numbers in a receptacle and allowing a small girl t pick out 10 slips—the 8th, 9th and 10th slips drawn ll entitle the owners to the dinners.

American China for American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

BOSTON NEWS NOTES

By

Robert H. Allen, Representative

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

REPORTS from several retail departments are very encouraging for the last two weeks. Another store, asked to corroborate this, said that business had been so good since the middle of the summer that it was painting the lily to single out the last two weeks.

A local middleman calls attention to the habit of some gift shop buyers of ordering only one piece of each kind. This seems to be due, if not from a justifiable caution, to the belief that a customer feels flattered to buy the only thing of the kind in sight. This is assuming that the customer is an ostrich. The next store may have dozens of the same article. Why not assume that a good thing is best shared? Then where will the customer or his friends go back for more? There will always, it is to be hoped, be enough differences of taste to keep everybody from following the same fashion.

A local store has an interesting display of lamps, beginning with pottery lamps of 600 B. C., continuing with bronze, "Betty" whale oil, camphene, and coal oil lamps and bringing the incandescent lamp down to the latest white-frosted Mazda. It says that candles began in the year 1200. This must be B. C., because wax candles with reed wicks are very ancient. Tallow candles, were never widely used until the thirteenth century in France. At that time there were two guilds of candlers, the wax men and the tallow men.

The C. A. Withey Co., ("Buck" Withey) has opened an attractive sample room at 122 Pearl St., in the same suite with Chase & Francis and W. A. Claflin. Beside the Hendryx bird cages, the lines carried are the Witt Cornice Co.'s, corrugated ash, garbage and oily waste cans; George Fries' Sons' polished and japanned heavy tinware, and the Conroy-Prugh Glass Co.'s, toilet and framed mirrors and mirror plates.

Phil. J. Greenspan with lamps and shades from Herbert & Neuwirth, New York, arrived at Young's Hotel on Monday for the week. He had a good business at Providence and will return to New York from here.

William V. Frankel, representing the European Chinaware Co., Inc., New York, was here last week.

David W. Connell, for several years general manager of the C. E. Osgood Co., furniture dealers, died at his home in Dorchester last week.

George O'Hara was recently appointed merchandise manager of Shartenburg's, Pawtucket. He was formerly buyer of housefurnishings, china and glass at that store, but two years ago went to Toledo, O., as buyer for Tiedtke Bros. Co.

Joseph T. Gilman, president of Jones, McDuffee & Stratton Corp., was in the New York market for two days last week.

Exports of China and Porcelain

Exports of china and porcelain ware from the United States for July showed an increase over those of July. By countries August exports are as follows:

Countries	Table, Toilet or Kitchen Ware		Other China and Porcelain Ware	
	Pounds	Dollars	Pounds	Dollars
Belgium	—	—	—	—
France	19	9	250	1,000
Germany	41	16	1,005	104
Italy	—	—	—	—
Netherlands	83	37	1,350	412
Norway	1,500	500	—	—
Rumania	—	—	252	49
Spain	—	—	—	—
Sweden	—	—	—	—
United Kingdom	29	50	371	107
Canada	7,251	2,695	21,583	5,386
Costa Rica	308	151	460	94
Guatemala	—	—	—	—
Honduras	175	60	270	49
Nicaragua	230	43	—	—
Panama	647	204	420	40
Salvador	—	—	—	—
Mexico	2,977	1,337	6,322	1,786
Newfounldand & Labrador	—	—	—	—
Bermuda	538	67	43	11
Jamaica	239	104	120	55
Trinidad & Tobago	—	—	—	—
Other Brit. W. Ind.	605	110	20	12
Cuba	42,817	3,227	1,381	981
Dominican Repub.	293	114	536	116
Dutch W. Ind.	—	—	69	35
Haiti	—	—	169	39
Virgin Is. of U. S.	—	—	15	13
Argentina	1,306	716	145	43
Brazil	27	22	3,475	583
Chile	192	72	99	27
Colombia	568	180	229	59
Ecuador	—	—	—	—
British Guiana	—	—	44	5
Peru	240	60	—	—
Venezuela	1,531	436	679	87
British India	—	—	—	—
Ceylon	—	—	—	—
China	218	68	—	—
Hongkong	52	22	—	—
Japan	650	250	—	—
Kwangtung	—	—	—	—
Philippine Is.	291	328	544	304
Russia in Asia	120	60	—	—
Australia	956	643	172	180
Total	64,153	11,705	40,079	11,610



Our No. 9609, Derby shape.
Made by Heinrich & Co.

H&C. SELB BAVARIA

HEINRICH & CO.'S *mark is an* Assurance of Quality

FROM FATHER TO SON

IN Selb, Bavaria, the skill and pride of fine craftsmanship have been handed down for generations, from father to son.

That is why Heinrich dinnerware excels in accurate application of patterns, and perfect glaze.

In No. 9609, old blue is the dominating color. Clean and uniform, this pattern again proves the German mastery of the science of coloring.

Original packages available at once, as well as open stock.

Send for Samples

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH AND SIXTH FLOORS, 49-51 W. 23RD STREET, NEW YORK CITY

Chicago Permanent Showrooms—130 N. State St. Also Amer. Furniture Mart, Sec. A-8, 2nd floor.
Eugene Blum and John H. Ling in charge.



One of the finest collections of salad plates on the market, shown in a diversified selection of designs, in the well known Duncan & Miller quality—An exceedingly popular line with cutters and decorators.

Representatives:

New York	Boston	Chicago
Paul Joseph, 200 Fifth Avenue	Murt Wallace, 157 Summer St.	W. B. Andrews, 30 E. Randolph St.
Philadelphia	**San Francisco**	**Baltimore**
Joseph Tomkinson, 1104 Arch St.	Marsh & Kidd, 617 Mission St.	Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative

E. B. Hill, 5453 Kenmore Ave. Telephone Ardmore 0897 Chicago

The Duncan & Miller Glass Co.
Washington, Pa.

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR, East
CHAS. A. WEIDEMANN, West
ROY E. HENDERSON, President

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Wedgwood Showing New Dinnerware in Pottery and Bone China

TRUE to Wedgwood traditions of excellence and beauty are the new samples of dinnerware displayed in the office of Josiah Wedgwood & Sons, Inc. of America, at 255 Fifth Ave., New York. The Dover pattern, on the Pannier shape is truly lovely with panels in basket embossing alternating with fruit and flower panels, occupying the width of the rim. The colors employed are soft, rich tones of red, mauve, blue and orange harmoniously blended. The center of the plate bears a decoration showing a basket filled with the same fruit, motif, grapes, pomgranites, plums, etc. A green hair line at verge and edge adds just the right touch. The colors are rich and vivid and the pattern is entirely new. The ivory body makes a rich background for the delightful colorings. The California pattern has an embossed edge outlined by a green hair line. Inside this are clusters of fruit, apples, plums, and grapes in rich natural tints and natural clusterings. Mauve and blue are the colors which predominate and the figures are not so bold, being smaller and more typically Wedgwood. The tiny clusters are joined by vine like figure. This may be had from stock in New York. A pattern in bone china, also stocked in New York, is decorated with hand enameled flower clusters, deep red roses, yellow and mauve flowers and blue forget-me-nots set in green leaves and worked into a spray. A smaller spray shows two larger blossoms in red and mauve with smaller buds. These alternate and are separated by gargoyle medallions in deep yellow, a tiny border in brown and ivory with green edge and a similar band at the verge makes a charming addition. The central floral group is set in a circular frame of gargoyles. These new Wedgwood numbers are truly examples of the highest skill in dinnerware modeling and decoration.

Console Sets Featured by Brush-McCoy

The vogue for artistic console sets is still strong and nothing can be more lovely than the samples of pottery bowls and candlesticks displayed by Cox & Co., 120 Fifth Ave., New York, and made by The Brush-McCoy Pottery Co., Zanesville, O. The sets are made in the well known hard burned, high glaze Onyx finish which simulates so well the natural stone, but in various colors, brown, blue and green, in soft rich tones. There are several styles of candlesticks and bowls. Console sets in the mat finish come in faun, a soft tan shade, blue and green.



The Art Vellum ware is notable for its unique type of finish which is stippled in effect and has a texture like ancient parchment. These too come in faun, blue and green and are most artistic. The blue and white Krakle-Kraft ware is also lovely. These four distinctive types of pottery, each with its own particular charm, are made with all the skill and care which characterizes the Brush-McCoy work. Made up in attractively modeled bowls and candlesticks of graceful shape these lines make decorative console sets to please the fastidious buyer.

Individual Bridge Sugar and Cream Set

One of the newer items being featured by the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., that gives every promise of being a lively seller, is their No. 723 bridge sugar and cream set. Combining practicability with attractiveness it is a novelty that cannot help but appeal to the hostess desiring to be up-to-the-minute. Selling at a popular price it is proving a money-maker for the dealers who have stocked it. The set consists of an oval base basket tray with six-inch handle. The sugar and creamer in a plain panel or flute effect fit neatly in the tray. The item never fails to attract attention when placed on display. It is made in beautiful shades of amber, blue, green, amethyst, also in crystal. It is being shown by Frederick Skelton, New York, representative for the factory, at his salesroom in the Fifth Avenue Building.

Novel Features in Imported Bowls

The line of china from Burgess & Leigh being shown by Fred. C. Reimer Co., Inc., 49 West 23rd St., New York, includes a full line of dinnerware in attractive decorations and a line of vases, bowls, for fruit, flowers, salads, etc., in three beautiful solid colors. The sunset which is almost a true Pompeian red, Satsuma, a flame red and Pomegranite, a royal blue. There are several novel and useful features in some of the bowls which have apertures concealed in the rim and are designed to hold flowers.



A VASE THAT MAKES FOR ARTISTIC FLOWER DISPLAY

The No. 16261 8-inch Vase has an openwork top that displays cut flowers to the very best advantage.

Some of the stems remain upright in the center, while others fit through the openings arranged around the center, thus giving a spread that allows the flowers to display all their beauty.

Made in black, red and green, either bright or satin finish and will retail for about $1.25 to $2.00.

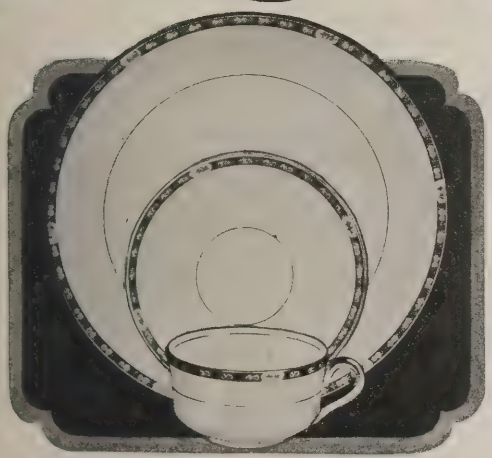
UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

National Quality



Ravenbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

D. King Irwin, 200 Fifth Avenue, New York
E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
F. A. Miner, 5 Prospect St., Rochester, N. Y.
E. E. Wilgus, 10 High St., Rms. 301-4, Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio



Pattern D 60

CROOKSVILLE CHINA CO
U. S. A.

"Satisfied Customers Keep Us Busy"

The Crooksville China Co.

CROOKSVILLE, OHIO

Main Office and Factory

EASTERN REPRESENTATIVE
Harry J. Bennett
Crooksville, O.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
591 Palmer House
J. E. Boring
Representative

Analysis of Stock Control

(*Continued from page 13*)

ing of merchandise whenever possible, as it affords a complete double check. As an alternative, one listing should be checked by a second crew.

The office should account for all forms allotted to each department before extensions are started. The first extension is made on the start to the right and the stub totaled and detached. Then the second extension is made and recapitulated.

The order, said Mr. Guernsey, includes house number, kind of merchandise, style number, anticipated retail price color and size, delivery date, various printed instructions. Every order issued must be entered daily on stock ledger.

The number of records and the degree of detail are dependent upon the size and character of the store. There must always be enough and never more than enough records kept to give the merchandise manager accurate, up-to-the-minute facts on which to base intelligent action essential to satisfactory and profitable stock turnover.

ACCOUNTING PROBLEMS

Edited by Bernard E. Marx

Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Accounts Payable

(*This is the ninth installment of a series of talks on retail methods*)

Accounts payable records are of the utmost importance. The success of a business depends largely upon the knowledge of what one owes. Never depend on your memory to keep track of your unpaid accounts. Have a written record thereof. Your enterprise will surely meet disaster sooner or later. If you have the privilege of paying your purchases "on terms" it is your duty to yourself and to your creditors to have a full record of your bills payable. In my estimation there is only one excuse for not having an accounts payable record and that is, when you pay all your bills on a strictly cash basis. In this case of course your cash book supplies the information of purchases for the general ledger. Otherwise neglect to maintain accounts payable records borders on criminal carelessness, to say the least.

An outline for handling accounts payable follows:

First of all, purchase bills must be checked up against the purchase orders. The receiving department must have vouched for the arrival of the goods covered by a vendor's bill and prices and extensions must be carefully refigured. The bill is then in line for an entry in a Purchase Book, which should be arranged somewhat like this:

Date	Vendor	Amount	Discount	Department	Department	Miscellaneous
Oct. 2	John Smith	34.12	6% 30 days	34.12		
3	M. Doe	18.00	Net 60 days		18.00	
		52.12		34.12	18.00	

The total of the departmental columns, such as crockery, glassware, miscellaneous, etc., must equal the footings of the amount column. Totals are carried forward till the end of a month or period and serve then as an entry to general ledger as follows:

Debit: Purchases . . . Departments.

Credit: Accounts Payable.

Just as in the case of the accounts receivable, explained last week, this general ledger account represents the control figures over an accounts payable ledger. The accounts payable ledger, just like the accounts receivable ledger is posted from the subordinated record, in this case the purchase book. For each vendor there must be an account page in the ledger and in addition to the name and address the terms should be shown at the head of the ledger sheet. All postings from the purchase book, of course, must be made to the credit side of the accounts payable ledger sheets.

The result of your postings at the end of a period is the sum total of all the credit postings minus the sum total of debit postings. These debit postings emanate naturally from the cash book and represent the payments of certain bills. A schedule is drawn up at the end of the period, the total of which must equal the balance in the accounts payable control account.

A very important phase of the handling of accounts payable consists of maintaining a record arranged by the dates when bills fall due. This is done through the means of a standard diary which may be purchased in any stationery store. These diaries provide for writing space for each day of the year. When posting bills to accounts payable ledger a simultaneous entry is made to the day of the year in the diary when a purchase bill falls due. This entry should show the date of bill, name of vendor, amount and terms. Each day this diary must be inspected and checks must be issued to vendors whose bills fall due. Discount, if any must be deducted. The checks are entered in the cash book in the usual manner, from where the debit postings to the accounts payable take place, thus reflecting the payment of bills.

Question: Please explain the term "Anticipation" and how to take advantage thereof.—*"Anxious."*

Answer: Anticipation represents the time from prepayment of a bill to the date it would ordinarily fall due. In cases where money is plentiful firms are in the habit of paying their bills in advance of the due date. As a rule merchandise is sold on a time basis with a stipulation of a trade discount and the date when bill is payable. On bills these terms are expressed in short form, such as Terms: 3/60. This means that bill is due 60 days from date of issue and is subject to a trade discount

(*Continued on page 31*)



"SPODE'S DRESDEN ROSE"

Illustrating one of Spode's outstanding China Dinnerware patterns, Floral groups painted in soft warm toned enamel colors in the famous Stafford Shape. One of the most beautiful models ever conceived in China. Outer edge finished in burnished gold.

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NEW MARTINSVILLE, W. VA.

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THE CHICAGO MARKET

By
J. H. Smythe, Representative

MANY big merchandising events are being held in the Chicago department stores. The Fair, one of Chicago's oldest department stores is celebrating its fiftieth anniversary by holding a Golden Jubilee Sale, heralded as the biggest selling event in the history of the store. Every department is offering unusual values during this event and in the china and glass section, dinner sets that formerly sold up to $40 are moving rapidly at $23.95 for 100 pieces; Lustre tea sets of 23 pieces are offered at $4.98, far under the regular quotations.

Following a plan similar to the one used last Fall, The Davis Store is conducting exhibits throughout the various departments of their store showing the actual making of many lines of merchandise which they carry. They are working on the theory that the buyers will better appreciate the value of the merchandise they buy if they know something of the manufacturing process. In the china, glass and housefurnishing sections the exhibits included, glass and china etching on both domestic and imported ware, painting of pictures by well known artists, assembling of all electrical appliances used in the homes and the making of a $4,000 parlor suite by skilled hand workers. Talks were also given at designated intervals of all phases of home economics. None of these exhibits can be termed selling exhibits, for the merchandise is not being made expressly to sell to the on-lookers, but it has brought hundreds of shoppers to the store who have increased the sales in every department during the past week.

Never before have the buyers of the country been given the opportunity to view so much merchandise, or select from so many trade exhibits, as those offered for the opening months of next year in Chicago. Buyers would do well to clip the following schedule of shows to be held in Chicago:

January 4 to 23—Annual Mid-Winter Furniture and Lamp Exhibit at the American Furniture Mart.

January 18-30—Third Nat'l Houseware and Home Furnishing Exposition, Sherman Hotel.

February 1-6—Chicago China, Glass & Gift Association Exhibit, Sherman Hotel.

February 1-13—Glass, Pottery, Lamp & Housefurnishing Ass'n, in Chicago local display rooms.

February 8-20 (dates tentative)—Eastern Importers & Manufacturers Ass'n at The Palmer House.

The Boston Store this week is making a drive for volume business in their lamp and shade department. Thousands of the well known Rembrandt lamps, made by the Eagle Wabash Corp. are included in their "Exposition and Sale of Lamps," where the complete outfits range from $5 to $40 for floor and bridge lamps. The Boston Store is making a semi-annual event of their big lamp sales, each time featuring the manufacturers stock of some well known brand.

This week the L. Klein & Co. department store is opening its 56th Anniversary sale. This outlying department store has a remarkable record of growth and is urging the public in its advertising to "Come out of the beaten path for real values."

Marshall Field & Co. is featuring a display of the glassware, especially perfume containers, designed and executed by Lalique the noted glass craftsman from Paris, whose work at the recent Paris Exposition was

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

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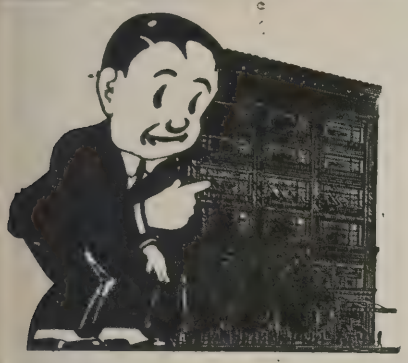
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Buyers are urged to inspect these lines

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Albright China Co., Room 25

Fine Dinnerware and Fancy China.
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W. T. Darden, Mgr. Sales,

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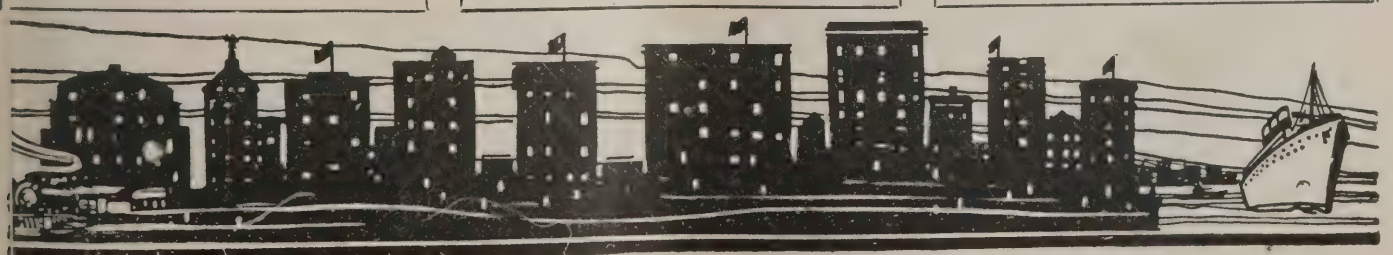
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DINNER WARE SALESMEN to represent one of the large domestic potteries in the New England States. An excellent opportunity for the right man. Must have experience and A1 reference. Box No. 499, c/o Crockery and Glass Journal.

SPACE FOR RENT

FOR RENT: Display space, or desk space in center of Pottery and Glass section of Chicago—to Share room with representative of Hotel, China and Cutlery lines. Prefer dinnerware, glassware, or allied lines. Box 501, Crockery and Glass Journal.

The Chicago Market

(Continued from page 28)

ranked first in its class and Lalique was acclaimed head of his profession, the designing of glass.

Market Event to Feature Special Display Room Exhibits

The Chicago Glass, Pottery, Lamps & Housefurnishing Association has decided to carry on with original plans for a Market Event to be held in their permanent display rooms the first two weeks in February. This was the decision of the general meetings of the association held on Friday of last week at the Hamilton Club. The question of Hotel Show vs. Permanent Display Room Show has been a perplexing one ever since the first exhibit was held under the auspices of the association almost four years ago. The organization of a new association in Chicago to conduct a hotel exhibit next February disturbed some of the members of the older association and brought about the call for a special meeting to consider the advisability of going back to the hotel type of exhibit. Quite a lengthy discussion on the subject was held by the fifteen members attending the meeting, but a vote developed the majority in favor of the Local Show Room Market Event. Thus the buyers of the middle-west will be given an opportunity to view the new lines for 1926, in their full array in the thirty or forty local display rooms that are maintained throughout the year. The Market Event will doubtless be enhanced by reason of the fact that it will be the second show of this character held by the association members. Those who attended the meeting last week were Sam Natkin, president, E. M. Meder, Elmer Saunders, Jerome Powers, Ben Franklin, Fred. T. Renshaw, J. A. Howard, Frank B. Tinker, Bert Rinkin, Walter Minnemeyer, Harry Kelly, A. H. McAnulty, Martin Simpson, Earl Newton and J. H. Smythe.

F. L. Tignor, traveling representative for the Zane Pottery Co., has his entire line on display in the Palmer House and expects to be in Chicago until about the 17th of October.

What the Potteries Are Doing

(Continued from page 20)

Smith, Phillips Will Introduce Ivory Body

As previously anticipated in the Crockery and Glass Journal several firms will show ivory porcelain bodies for the 1926 trade, and the most recent announcement to this effect comes from the office of the Smith, Phillips China Co. Charles Bowman, factory manager for this company has developed a new ivory porcelain body. The body will be used on the new Princess dinner shape, which has been so successful with this firm. The Princess shape is a plain one, and this is the first announcement of an ivory porcelain body being used on a plain shape.

Glass Factory Activities

(Continued from page 18)

erations. The company is featuring a lighting line, and will also enter the automobile lens business at an early date.

Announcement has been made that the Kaufmann Department Stores, Inc., has declared a quarterly dividend of $2 per share which will be payable Oct. 28th to stock of record as of Oct. 20.

Receiver Appointed for Northwood Co.

George E. House, a stockholder in the H. Northwood Co., glass manufacturers, Wheeling, W. Va., applied last week in the West Virginia District court for the appoint-

nent of a receiver for the company. It was declared in the petition that while the company is solvent, it has a large stock that cannot be immediately turned into cash, but that with operations in charge of a receiver, the corporation will be in shape to meet its obligations. The company manufactures lighting glassware and tableware.

Accounting Problems

(Continued from page 26)

of 3 per cent. If you anticipate your bill, let's say, by paying same after 30 days you really sacrifice part of your purchase benefit and you are entitled to a special concession. This concession consists of a special allowance of usually 6 per cent per annum, or in the above case one-half per cent of the net amount of the bill, if it would have been paid after 60 days.

Example: The bill amounted to $100. Ordinarily, when paid after 60 days you would deduct 3 per cent in accordance with the terms, making your net payment $97. In the case of the illustration, however, you pay after 30 days. You are therefore entitled, at the rate of 6 per cent per annum, to anticipation amounting to one-half of $97—or $48. Consequently your check, if tendered after 30 days would only be $96.52. For simplicity sake discount and anticipation are usually grouped (in our case this would be $3.48) and shown in the Discount column of the cash book in one figure. Next week's article will be on Trade Acceptances.

September Prices 158.2 Per Cent Pre-War

Prof. Irving Fisher of Yale University announced that last week's prices averaged 157.0 per cent of the pre-war level. The purchasing power of the dollar was 63.7 pre-war cents.

Crump's index number was 150.9.

The September average of prices was 158.2 per cent of the pre-war level. The average purchasing power of the dollar in September was 63.2 pre-war cents.

The September average of Crump's index number was 151.2.

The average of prices for the quarter ended September 30 was 159.2 per cent of the pre-war level. The average purchasing power of the dollar for the quarter was 62.8 pre-war cents.

The quarterly average of Crump's index number was 152.1.

Index numbers for the last five weeks follow:

		Fisher.	Crump.
October	4	157.0	150.9
September	27	158.3	151.2
September	20	159.0	151.5
September	13	158.1	151.7
September	7	158.4	152.1

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Headquarters of
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Minpro No. 1 Feldspar is one of our high quality products chosen by leading ceramic manufacturers. It will meet your needs—for Minpro No. 1 is famous for uniform quality. Prompt deliveries are insured from the best spar mine in North Carolina, the state supplying the largest spar tonnage.

The ROESSLER & HASSLACHER CHEMICAL CO.
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Philadelphia

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"Dandy-Line" Yellow BOWL SETS

3 - 4 - 5 - 6 - 7 Piece. Acknowledged the best made. Largest selling sets on the market. Why? Let us tell you.



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ZANESVILLE, O.
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New York Directory

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Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

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NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
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Pressed and blown glassware. Chas. L. Weddle, Representative.

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Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

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Pressed and blown glassware.

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The Representative Paper of the Industry
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DOLLS AND TOYS
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Vol. 101 October 15, 1925 No. 16

AS THE EDITOR SEES IT

The Value of a Customer

How to inspire the salesman or salesgirl with enthusiasm for selling and to overcome such demoralizing qualities as carelessness and indifference toward customers is a question always before the buyer who recognizes the important part which the selling staff plays in the success of his business.

A recent editorial in the *Retail Ledger* gives a slightly new angle on this problem, pointing out that the careless or disinterested salesperson is not so consciously. Sometimes there are even extenuating circumstances in the case of the insulting clerk. It's really a case of failure to get a viewpoint. It may be due to personal affairs or worries, untrue or ill health.

But how many of the same salespeople who exhibit these faults would be careless, indifferent or insulting to a customer in the sale of some article which they knew would bring a net profit to the store of $362, the writer goes on to say.

It is hard to conceive of one who would unless he or she was actuated by motives of downright dishonesty.

Yet, when the clerk at the notion counter drives away from the store the purchaser of a spool of thread she robs the store of $362 net profit it might otherwise make.

The average customer is worth exactly this amount in annual net profit to the department store. The average customer in the clothing store means $85 annual profit; in the shoe store, from $35 to $68; to the jewelry store, $42; to the furniture store, $87; to the music store, anywhere from $30 to $56 a year; and to the grocery store, about $65.

The department store which can succeed in making its clerks look at the customer not as a cranky old man with a funny nose, or an unpleasant dowager with an arrogant manner, but as exactly $362 standing right there on the other side of the counter which has actually walked into the store under its own leg power, not only willing but anxious to be transferred into the cash balance or the accounts receivable—the store that can make its coworkers look at the thing this way will have taken a mighty long step toward solving the problem of efficient selling at the counter.

Trade Conditions Appear Satisfactory

A review of the week's trade and a comparison of conditions of this year with those of the same period a year ago, give increasing evidence of an upward course in business which is reassuring. The general state of greater stability than has prevailed for a long time reflects an absence of speculative excesses and shows that conditions are on a sound basis.

Increases occurred in September over August, according to early reports to the Department of Commerce, in the principal industrial indicators, such as the production of pig iron and steel ingots, vessel construction, unfilled orders for locomotives and the wholesale prices of plumbing fixtures, while shipments of new locomotives, iron ore shipments through the upper lakes, deliveries of silk to mills and receipts of wool at Boston, decreased.

Increases over August also occurred in the principal trade and financial indicators, such as sales by mail-order houses, check payments, postal receipts in selected cities, new security issues, the average prices of railroad and industrial stocks, customs receipts, and ordinary receipts and expenses of the Government, while business failures declined, both in number and the amount of liabilities. Ten-cent store sales, the number of new incorporations and the

gross debt of the Government also declined from August.

Compared with September, 1924, industrial indicators showed increases in pig iron and steel-ingot production, shipments of iron ore, receipts of wool at Boston and deliveries of silk, while locomotive shipments and unfilled orders, ship construction and the prices of plumbing fixtures decreased. Sales by mail-order and ten-cent chains over a year ago increased, as did debits to individual accounts, bank clearings, postal receipts, new incorporations, the average prices of stocks, customs receipts, ordinary receipts of the Government and the number of business failures, while new security issues, the liabilities of failing firms, the ordinary expenses and gross debt of the United States were less than a year ago.

Aug. Retail Trade Larger Than 1924

Trade at retail stores increased in August and continued in a volume larger than last year. Department store sales were 3 per cent larger and all reporting chain stores, except grocery and shoe chains, showed a larger volume of sales than in July. Compared with a year ago sales at department stores were 6 per cent larger, and those at mail order houses were 20 per cent larger.

Department store sales were larger than in August last year in all Federal Reserve districts, the most substantial increases being in the New York, Richmond, St. Louis and Kansas City districts, where they amounted to approximately 10 per cent. Analysis of sales by departments from stores in seven Federal Reserve districts indicates that sales of silks and velvets, linens, women's coats, misses' ready-to-wear, furs, juniors' and girls' ready-to-wear, millinery and toys and sporting goods were more than 12 per cent larger than in August, 1924, and that sales of musical instruments and radios were nearly 50 per cent larger. Sales of departments carrying laces, trimmings and embroideries, neckwear and veilings, women's suits and skirts, waists and blouses, and sweaters were substantially smaller than last year.

Merchandise stocks at department stores began to increase in August in anticipation of larger sales during the autumn months, and at the end of the month they were 6 per cent larger than in July and 4 per cent larger than a year ago. Stocks at stores in all Federal Reserve districts were larger than a year ago, the largest increase being in the New York and Philadelphia districts. Departments carrying woolen dress goods, women's coats, furs, juniors' and girls' ready-to-wear, women's and children's hose, infants' wear, negligee, aprons and house dresses, and luggage reported stocks more than 8 per cent larger than last year and those selling ribbons, women's skirts, waists, and blouses, and sweaters, reported the most substantial decreases.

The increase in stocks in August was accompanied by a rate of stock turnover greater than in the corresponding month last year. For the eight months ending with August stocks were turned over 2.11 times, compared with 2.05 times last year. Merchandise continued to move faster than in 1924 in all districts except Philadelphia, the most substantial improvement being in the Southern Reserve districts and in the San Francisco district.

TREND OF RETAIL TRADE
(Average monthly sales 1919 = 100)

	Department stores	Mail-order houses	Chain Grocery	Chain Sho
1924—	(359)*	(4)*	(27)*	(6)*
May	127	90	214	15
June	120	89	200	14
July	91	69	206	11
August	93	74	201	10
1925—				
May	128	95	254	14
June	126	102??	254	15
July	95	87	259	12
August	98	89	241	12

DEPARTMENT STORE SALES BY FEDERAL RESER DISTRICTS
(Average monthly sales 1919 = 100)

	Boston (24)*	N. Y. (63)*	Phila. (22)*	Chicago (63)*	In U (35
1924—					
May	132	132	124	134	12
June	131	127	123	125	12
July	80	93	82	99	9
August	86	83	85	108	9
1925—					
May	128	132	121	140	12
June	134	132	127	139	12
July	92	94	85	106	9
August	88	90	86	113	9

CONDITION OF RETAIL TRADE DURING AUGUST, 19 IN THE 12 FEDERAL RESERVE DISTRICTS, BASE UPON REPORTS FROM 661 STORES

	Percentage of increase or decrease. Stocks: Net sales, August	Stocks: Compared with Same month last year	Stocks: Last month	Per cent: † Monthly sales	Per cent: ‡ O sta in ord
Dis. No. 1—					
Boston	2.5	0.4	2.2	6 2	6.
All other	7.6	1.0	— 1.6	6.1	6.
Dis. (50)*	3.6	0.5	1.2	6 2	6.
District No. 2—					
N. Y. & Bkn.	11.0	3.7	4.3	7.4	7.
Buffalo	0 9	3.1	0.4	7.1	8.
(Dist. 64)*	9.8	3.5	3.1	7.8	8.
District No. 3—					
Philadelphia	2.5	5.5	8.1	...	..
(Dis. (155)*	3.3	3.0	6.0	...	..
District No. 4—					
Cleveland	3 8	2 9	4.1	11.3	10.
Cincinnati	13.2	0.9	3.0	10.6	10.
Columbus	4 3	11.6	5 7	10 4	5.
Dis. (60)*	2.8	1.2	4.4	10.4	9.
District No. 5—					
Richmond	9.7	9.3	2.1	8.8	10.
Baltimore	13.5	7 8	— 0.5	5.9	8
Dis. (29)*	10.0	1.5	0.1	8 3	9.
District No. 6—					
Atlanta	—4.4	14 5	35.6	2 6	4
Birmingham	—2 0	— 6 6	3.2	7.4	10.
New Orleans	9.2	5.2	2.9	10.6	11.
Dis. (48)*	3.9	1.6	9.8	7.6	8.
District No. 7—					
Chicago	—11.8	13 5	16 0	...	..
Detroit	10.2	— 4.7	3 6	...	..
Milwaukee	1.5	— 2 0	1.8	...	..
Dis. (91)*	5.3	0.7	6.0	11.3	11.
District No. 8—					
St. Louis	9.7	6.7	10.0	10.3	8.
Dis (22)*	11.5	2.0	6.7	8.8	8.
District No. 9—					
Min. (23)*	3.6	2 9	5.6	7.3	7.
District No. 10—					
Kansas City	8.2	— 1.1	8.9	9.1	7.
Dis. (32)*	10.8	2.4	9.3	10 3	8.
District No. 11—					
Dallas	14.4	— 1 9	10 8	12 3	11.
Dis. (23)*	8.2	— 0.1	10.7	11 7	11.
District No. 12—					
San Francisco	2.9	1.7	5 4	13 3	11.
Dis. (64)*	4.2	2.8	3 7	11.3	10
United States (661)*	6.4	1.9	5.1	9.4	9.

* Number of stores reporting. † From January 1 to date. ‡ end of month during 1924.

The Mill Town Buys Quality Merchandise

By Russell Raymond Voorhees

A LARGE part of the greatness of America is due to the output of the hundreds of mills that are scattered over this country from one end to the ter. It is the mill town that produces much of the wealth f America. And not only is wealth made in the mills of hse towns but the retail merchants share in this pros-ety, too. Mill towns have the reputation of being good u ness towns.

'aterson, N. J., is essentially a mill town. If the mills re taken out of it there wouldn't be anything like the rsent Paterson left. Let's drop in, then on a couple of merchants and see how house furnishings sell in Pater-o Let's see what the people buy and let's learn some-hig about their buying habits.

The one thing about a mill town," says H. G. Keyes, sstant buyer of housefurnishings for the Quackenbush c "is that business is good when the mills are running n when they run slack, business falls off. But taken n he average I find that business in a mill town is very od. The people here buy.

Some merchants have the idea that cheap merchan-lis is what is wanted in a mill town but I feel differ-nt. We carry nothing but firsts and only the better uality of goods and find that such merchandise can be ol just as easily as seconds and the poorer grades of ods. While it is true that many people here buy on a ric basis still it is a fact that for the most part they ra a certain amount of quality. It isn't a price basis nt ely irrespective of quality. For that reason they can e old better things.

" haven't noticed any particular demand for trade na ed and nationally advertised lines. I think the people uy what they feel is good regardless of whether it is ra ded and nationally advertised. We carry some a ded lines and some that are not well known and find ot sell because both give service.

"One thing I do know. That is that sales are a bad in for business. We have a regular Thrift Day every ri ay and then on the last Tuesday in every month we v what we call an 88 Cent Day. We notice that busi-s slows up for these sale days especially the 88 Cent ay which I have found to be very bad for business gen-al. To be sure we sell a large volume on these sales y but then business slackens up immediately and stays or less that way until the next sales day. It may t e the same everywhere but in this town I am sure its sales days are bad.

"s to what are our biggest selling items I can men-n aluminum, white enameledware, mops, brushes. i in, glassware and lamps. All of these items are sell-ing very well. Cut glass is, of course, dead, but glass including the iridescent is a big seller. The people here seem to like the highly colored glassware that is so popular in other sections of the country. Pyrex I find is taking the place of cut glass in many ways. We do a large business on it. Lately we have had a large run on small and inexpensive sets of imported china from Japan and also from Germany. The people here seem to like them very much.

"Taken all in all I find that the newer things and the better things sell more readily in a mill town just as they do in many other towns and cities. The people here are earning good money and many of them like to have attractive things for the home. Selling in a mill town isn't simply a question of selling anything. They want good merchandise and will pay for it."

Dishon's is another store in Paterson that has a large mill trade. It is of a different type from the Quakenbush Co. store so we will see what they have to say about selling housefurnishings in a mill town.

"The people in a mill town like Paterson are very good people to do business with," says P. W. Dishon, buyer for Dishon's. "They are good buyers and are easily satisfied if a store has the goods to offer them. They buy to some extent on a price basis but not at the sacrifice of quality. Quality goes a long way with them. They do not buy according to brand, preferring to get something that will give service whether it is branded and nationally advertised or not. For that reason they are fine people to do business with.

"We sell for cash only and find that we can do business just as well as if we offered credit. It doesn't curtail our business any, I know. To be sure we work on a smaller profit than others and get the volume which I feel is a better policy. For instance our profit runs from 25 per cent to 33⅓ per cent but we get ten turn-overs a year so in the long run we are better off than if we got fewer turnovers and larger profits on each sale.

"We have very little trouble with exchanges. The people seem to buy only what they feel they need and use care in selecting so that they have few reasons to want to bring anything back. I find, however, that they do want deliveries.

"The newer and better lines sell best. We are selling a good many two burner electric cookers which gives an indication of the sort of merchandise that the mill people want. It is impossible to sell old, out of date merchandise here. They want the new things and will pay to have them. They have money and will spend it, which is more than they do in many other places."

It would seem from these two interviews that a mill town is a good place to sell the newer things and in a medium and better grade.

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX
Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

(This is the Tenth article of a series of talks on Retail Accounting Methods)

Trade Acceptances

The other day a client of mine purchased a goodly quantity of merchandise and, although his credit standing was acceptable to the seller, he was asked to furnish a trade paper in immediate payment of the goods. Presumably the seller was himself hard pressed for money and could not afford to extend credit over a long period. Still the buyer was entitled to the usual trade terms. What was the solution to this?

The buyer could not pay in cash under any circumstances and under his customary terms, he had a right to expect the usual sixty days' grace for payment.

There was only one way out, namely, for the buyer to tender a paper with the promise to pay after sixty days, thus enabling the seller to discount this paper at the bank and by this procedure to receive immediate cash.

The question now arose whether this paper should be a promissory note or a trade acceptance.

This brings up the subject of this article. First of all a distinction must be made between promissory notes and trade acceptances. The former are given in consideration of actual monies loaned. Trade acceptance, however, constitute a distinct evidence of merchandise received and are used in cases such as the one mentioned here. I am not showing a form of a trade acceptance since it is a standard form and may be purchased in all stationery stores. The seller sends the trade acceptance to the buyer with the necessary dates and amounts filled in and requests the buyer to "accept." The buyer then writes the following acceptance across the face of the paper:

Date of Acceptance.

Place where payable (bank or business address).

Signature of Drawee (Buyer).

This paper, when returned to the drawer (seller) completes the transaction and gives the following advantage to the seller:

1. It confirms the accuracy of the deal.

2. The seller, after endorsing the acceptance has little difficulty in discounting it at his bank, thus getting ready cash, where he otherwise would have to wait for his mone until the bill falls due under the usual terms.

3. It eliminates any possible quibbling over the arrange ment of the sale, returns of merchandise or unjust claim

4. Through its own wording it definitely determines th amount and the due date.

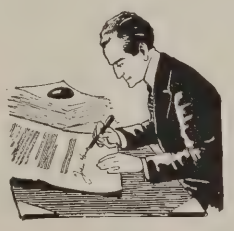
Of course, it is not necessary that the seller discount th acceptance. If he is not in need of cash he will hold i and only put it through his bank for collection at its du date. By so doing he saves the expense of interest fo discounting.

The buyer, also, has a distinct benefit through the ac ceptance. A seller is more apt to give him the benefi of the lowest consistent price for the merchandise.

It must be borne in mind that in order to conform t the Federal Reserve Bank ruling the maturity of a trad acceptance cannot extend over a period of 90 days, wit exception of trade acceptances for agricultural purpose and live stock. These may extend over a period of si months.

It will be easily seen that dealings with trade acceptance constitute a very healthy and desirable method for buye and seller alike, having distinct advantages for bot parties, in so far as they strengthen the buyer's credit, per mit the seller to raise cash and are looked upon by th banks as sound papers for discounting purposes, especiall as they are eligible for re-discounting at a Federal Reserv Bank. Next week promissory notes will be discussed.

Sign Up



MARK the miles—This i merely an adaptation of th old country fence or corner sig and is especially valuable for us near trade centers which ar reached by auto roads or by vehic ular roads.

Have signs made—not large than 3 by 1½ feet—and have one end cut down in th form of a crude finger in pointing position. Have you local sign man outline the crude finger and also letter o them wording similar to the following:

"3 Miles to Dahl's Store—Forest City."

Change each sign to 2 miles, 1 mile, etc., and the have them mounted on posts at each mile point along th road.

Attractively designed—If you use wooden signs on th country roads or card-board signs in the store you ca make them distinctive by having them made to look lik an open book instead of in the customary oblong shap The idea can be carried out further by having a pictur on one side as if a book illustration and reading matter o the other side. It is even more attractive if the wordin is brief and catchy—and in story style. An example:

MAN	:	Like to
AND	:	trade at
MAID	:	Doyles

Many other little take-offs on phrases from stores an etc. will be found available for this plan.

CAUGHT IN THE NEWS NET

LOCAL representative for the Canonsburg Pottery Co., Canonsburg, Pa., S. H. Slobodkin, has had as a visitor at the concern's New York office for several days, W. H. Lock Anderson, superintendent of the factory. This was not exclusively a business trip on Mr. Anderson's part, but was combined with no less a pleasurable event than a honeymoon. Mr. Anderson married Miss Ruth Metters, of Columbus, O., on October 3 and since then they have been touring the country in their car. They arrived in New York last Friday and left for Canonsburg on Wednesday, expecting to stop off at Trenton, N. J., en route. Mr. Anderson is the son of Thomas B. Anderson, plant manager for the Pope-Gosser China Co.

Alfred H. Holbrook, president of the importing concern of Geo. F. Bassett & Co., sailed last week for England, where, after visiting the British potteries, he will go to Germany, Czecho-Slovakia, Austria and Italy on a several months' trip, which will be a combination of business and pleasure. He will visit the factories with which his company is already associated to work out new designs, etc., and will also form new connections. Mrs. Holbrook accompanied him on the trip.

Receiving a message that his son, Wilson was very seriously ill with little hope of recovery, E. W. Hammond, left Wednesday night for New Mexico, where he sent him a few weeks ago in the hope that the climate there would restore him to health. Wilson is known in the trade, as well, having been associated with his father's glass decorating business up to a year ago, when he was forced to give up work on account of his health.

Nelson H. Smith, formerly of the Smith & Chick Co., Lexington, Ky., and for the past two years china and glassware buyer for Mitchell, Baker & Smith, of the same city, has resigned his position with the latter firm, for which he opened the department, when he went with them. Having put it on a successful basis he is going to take a short rest, after which he will be open for a new connection.

Ernst Heinrich, one of the partners in Heinrich & Co., well known makers of dinnerware, arrived on the *Deutschland* on Monday. This is Mr. Heinrich's first visit to this country. He plans to make an extended stay to investigate the market in this country, probably visiting most of the important cities and spending considerable time conferring with William G. Mueller, New York, who represents the Heinrich interests in the United States. Mr. Heinrich is a brother of Franz Heinrich, who was a visitor to our shores some time ago.

Michel Bernardaud, of L. Bernardaud & Co., manufacturers of French china dinnerware and short lines, and brother of Jacques Bernardaud, arrived in New York, Tuesday on the *Suffren*. He is accompanied by Mrs. Bernardaud. He plans to spend considerable time in this country, visiting the important cities to study the conditions and to confer with F. Desmaison, manager of the firm's New York office. He will stay at Forest Hills, L. I.

A. J. Bennett, head of the Cambridge Glass Co., Cambridge, O., who stopped in New York last week to confer with O. C. Graham, New York manager for the concern, left for home Tuesday.

Lloyd Bryant, from Factory R of the United States Glass Co., Tiffin, O., was in New York last week conferring with E. Craig, the company's New York representative. He returned Saturday.

F. Desmaison, who represents L. Bernardaud & Co. in this country, returned home over the past week end. He left for Philadelphia Sunday night and will continue his trip.

Fred Farrell, with Alfred G. Moment, New York, left Saturday for his Western trip. He is in Pittsburgh this week.

William Kite, of Dean & Kite Co., Cincinnati jobbers, is in New York this week buying china and earthenware. Mr. Kite was accompanied by his son.

George Higginson, with Johnson Bros., Ltd., New York, importers, left Tuesday for a trip to Omaha and the Coast.

Charles Reizenstein, who came to New York from Pittsburgh Tuesday, reported that his father, Louis Reizenstein, is recovering from the effects of the automobile accident with which he met about ten days ago in Pittsburgh.

B. G. Twitchell, buyer of glass and china for The William Hengerer Co., Buffalo, N. Y., was a visitor in New York Monday.

William Fisher, with Johnson Bros., Ltd., will be in Trenton the last part of this week and first of next on a brief business trip.

Before leaving for Europe Alfred H. Holbrook, president of the firm of Geo. F. Bassett & Co., saw the concern's sales force located in their various territories. Colonel W. F. Ellison, after spending ten days here conferring with Mr. Holbrook, left for the Coast, making Chicago his first stop. Mr. Ellison stated business on his way here was very satisfactory with a much better feeling existing among the retailers. Mr. Ellison took the concern's new patterns with him and anticipates capturing some substantial business with them. H. O. Shattuck, is also meeting with gratifying results through New England and the Middle West. W. H. J. Schwartz, secretary of the company, is also covering territory in the Middle West. He was sitting on the top of the world when he departed, the arrival of a fine baby daughter at his home at Summit, N. J., being the occasion of his exuberance of spirit. The new addition to the family has been named Elizabeth, after Miss Elizabeth Doremus, a sister of Mrs. Swartz, who is also connected with the Bassett firm.

S. Wakymogo who has been connected with Taiyo Trading Co., New York, for 16 years during which time he built up a large trade in the middle west, making many friends for himself and the concern he represented, has severed his connection with the Taiyo Trading Co. Mr. Wakymogo is now connected with Nagoya Seitosho as sales manager. He will not go on the road in his new position but will take care of the jobbing trade at the office.

Meredith Miller, of Maddock & Miller, Inc., New York, importers, left on Monday of this week for a ten day trip to Philadelphia, Baltimore and Washington.

Miss E. Harter, who buys for the gift department of H. G. Munger & Co., Herkimer, N. Y., visited the Metropolitan market this week.

A. Fishgall, who recently took the position of buyer of china, glassware and housefurnishings for Tiedtke Bros. Department Store Co., Toledo, O., is in New York this week buying for his departments.

Friendly Receivership Appointed for Fry Glass Co.

William H. Green and George H. Gerwig, general manager and treasurer, respectively, of the H. C. Fry Glass Co., Rochester, Pa., have been appointed, in an friendly action, receivers for the company by the Court of Common Pleas, Beaver County, Pa.

The company is solvent and it is thought the receivership will only last a short while.

The action will enable the concern to realize more quickly on some of its assets, which are far in excess of the liabilities and the receivers expect to return the property to the company with the pressing liabilities discharged and in better financial condition than it has been in for several years.

Both the Beaver Valley and Fry Plants, it is stated, a operating on orders on more satisfactory schedules tha for a long while, each month showing an increase on t previous month's business and the prospects for the futu are exceedingly bright.

Both the Messrs. Green and Gerwig are men of consi erable ability and it is a compliment to their efficien that the court has entrusted the receivership to them i stead of appointing outsiders as receivers.

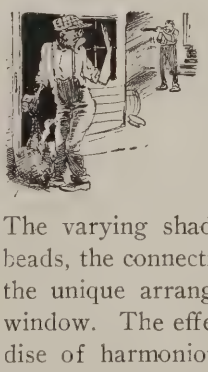
Otto Jaeger Shows Chamber of Commerc Members Bonita Plant

On September 29th, members of the Huntingto W. Va., Chamber of Commerce, on a "Know Your Cit inspection tour, visited the plant of the Bonita Art Gla Co., of that city. Meeting at the City Hall, the par proceeded to the Bonita plant, where president C. Snow, of the Chamber of Commerce, introduced the vi itors to Otto Jaeger, head of the company, who conduct the tour of inspection.

In the display rooms of the plant, Mr. Jaeger show them many samples of the finished ware. Among the was a special pattern in colored glassware which M Jaeger called "The Huntington." This he pointed o as representative of the highest degree possible of art a workmanship. When this new design is put on the mark it will carry the name of the city in which it was mad to all parts of the United States.

The visitors were then taken through the various d partments of the factory where the different process in the manufacture and decoration of the goods great interested them. Upon leaving the plant each memb was presented with a souvenir tumbler by Mr. Jaeger.

Thanksgiving Display



CRANBERRY DECORATION —A pleasing background a window decoration for Thanksgivi which can be used by any store formed of cranberries beaded strings and strung in portiere fashi at back and across top of windo The varying shades of the berries giving the effect beads, the connection of cranberries with the holidays, a the unique arrangement of the strings make an inviti window. The effect is further carried out when mercha dise of harmonious color can be placed in the windo The berries can be quickly threaded by a girl, using dinary twine and a large needle.

The Thanksgiving Atmosphere. An effective wind for Thanksgiving week is one containing a shock of co pumpkins, and a live turkey gobbler. A streamer acr the window should be lettered:

When the Frost is On the Pumpkin
And the Fodder's In the Shot.

Attach or insert a picture of James Whitcomb Riley gether with a reproduction of this poem to the window passerby can read it.

OBITUARY

Bernard (Bertie) Rosenfeld Dies After Lingering Illness

GENUINE sorrow will be felt by a wide circle of friends and acquaintances in the china and glassware trades who admired him for his sterling qualities of character, at the passing, after a lingering illness, of Bernard (Bertie) Rosenfeld, senior partner of the well-known importing firm of Lazarus & Rosenfeld, 98 Fifth Ave., New York.

Mr. Rosenfeld died Saturday afternoon, October 10, at the Mt. Sinai Hospital, New York, where he had been for two months prior to his death.



Bernard Rosenfeld

He was taken ill about a year and a half ago and was under the constant care of nurses before he was taken to the hospital. For a time he was able to be about his room and go out for an occasional motor ride, but for several months he had been so weakened after months of suffering, that he had been confined to his bed. He was a most patient sufferer and although he realized there was no hope for his recovery he was always cheerful and when talking with any of his friends who called to see him he never referred to his illness. Despite his condition he kept up his interest in current affairs and confined his conversation to such subjects.

Mr. Rosenfeld was born in London, England, in November, 1868. He came to America in 1889, joining the firm of Lazarus & Rosenfeld, which was then known as Lazarus, Rosenfeld & Lehman, the firm being established on Howard St., New York, in 1883 by Leopold Lehman, as a branch of the London house of which Mr. Rosenfeld's father, Abraham Rosenfeld, was one of the founders.

Mr. Rosenfeld soon became an important factor in the business here and when Mr. Lehman retired in 1909 the firm name was changed to Lazarus & Rosenfeld, and he became senior partner in association with his cousin Julius Rosenfeld, the present head of the concern. Mr. Rosenfeld married but his wife who died in 1900 only lived a short while after their marriage. He is survied by three brothers, Sidney, who was with him at the time of his death, and Isaac, both members of the London firm, also Lawrence, who is a resident of London as well.

Mr. Rosenfeld was a member of the Lotus Club, New York.

Funeral services were held Monday morning at the Universal Funeral Parlors, Lexington Ave. and 52nd St., New York. Burial was at Salem Fields.

Among those in the trade who attended the funeral were Lee Schoenthal, merchandise manager for the china, glass and lamp departments for Gimbel Bros., Henry Bloch of L. D. Bloch & Co., Sig Herbert of the Herbert Glass & Import Corp., Max Herbert and Samuel Neuwirth of Herbert & Neuwirth, Inc., M. S. Benford, Oscar Kopel and Louis Bamberger of L. Bamberger & Co., Newark.

Hotel Supply Concerns Unite

The merger of Albert Pick & Co., Chicago, with L. Barth & Son, New York, two well known corporations making and distributing hotel and institutional furnishings and supplies, and doing a combined business exceeding $25,000,000 a year, was announced on Tuesday by the Manufacturers Trust Co., New York and James H. Causey & Co., Denver, bankers, who have arranged the merger.

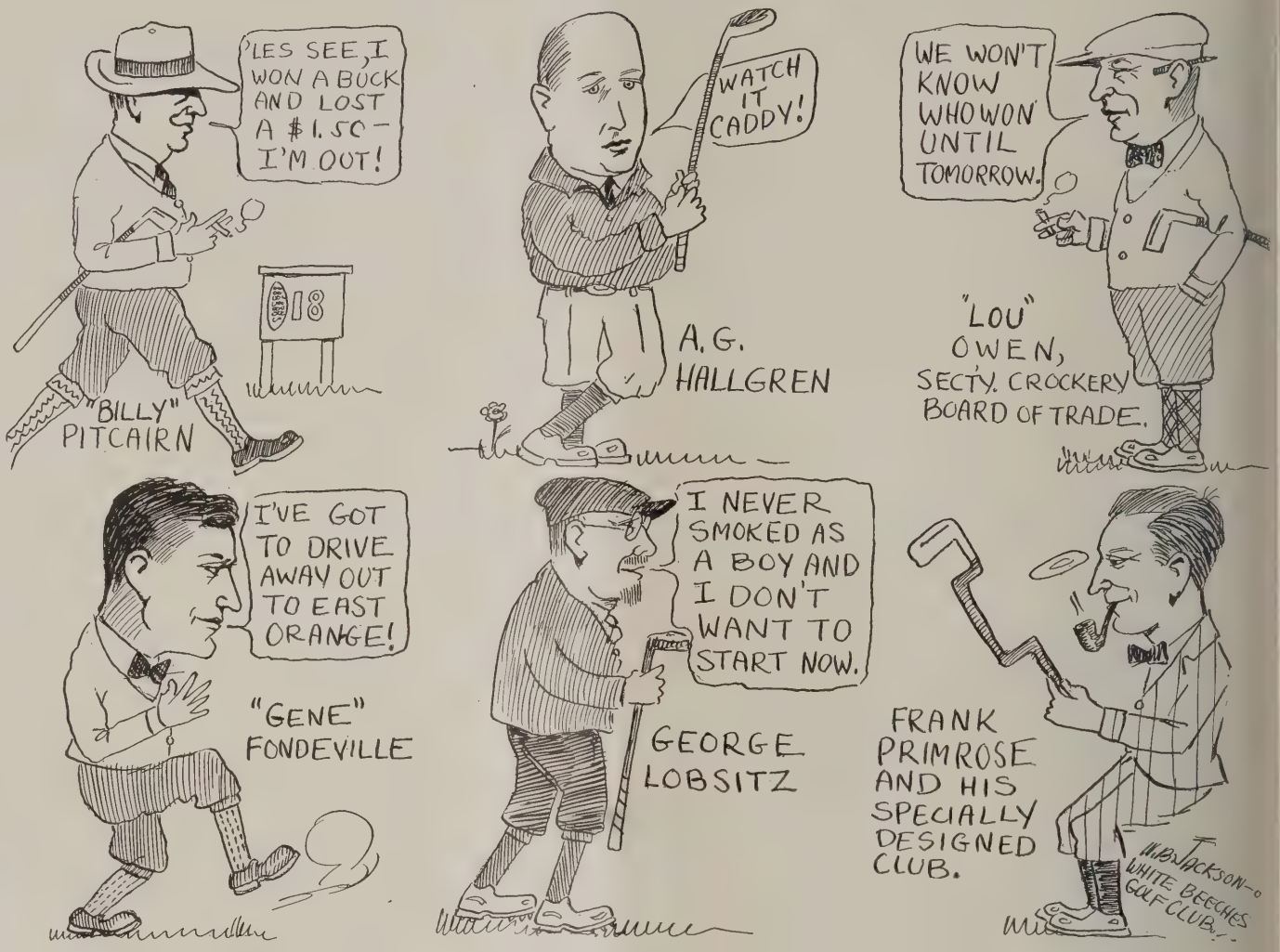
The bankers plan to form a new corporation and to exchange the outstanding shares of the two companies for shares of the new one. Full details of the consolidation to the public are expected soon. Albert Pick, Sr., said on Tuesday night that his company's common stock would be taken into the merged corporation at $22 per share.

No change in the personnel or management of the two corporations is planned. Each company will continue as a separate unit in its own territory, both, however, being controlled by the parent organization.

All the stock of L. Barth & Son, Inc., it is reported, is held within the Barth family. The capital of Albert Pick & Co. is $3,000,000 of common stock and $10,000,000 of 7 per cent preferred. Of the common stock, which is of $10 par value, $2,996,830 was outstanding at the end of last year, and $3,216,200 of preferred. The corporation was formed in 1857 as dealers in china, crockery, glassware and other hotel and restaurant supplies. The present dividend on the common stock is 4 per cent.

It is expected that the bankers who have arranged the merger will underwrite a new issue of securities for the new corporation.

CAUGHT ON THE EIGHTEENTH HOLE



Frank W. Primrose Wins Final Golf Tournament

TO Frank W. Primrose goes the honor of capturing the season's final golf tournament of the Pottery, Glass and Brass Association, played on the links of the White Beeches Golf and Country Club, at Haworth, N. J., October 8.

Mr. Primrose was low with a 99 for the morning round and a 101 for the afternoon's play making a total of 168 after his handicap of 16-16 had been deducted.

J. E. Killackey was runner-up to Mr. Primrose with an 88-90 and incidentally turned in the best score of the tournament, a 178, without handicap.

At the time this issue goes to press the winner of the season's trophy's has not been determined.

SUMMARY OF SCORES

	A. M.	P. M.	Gross	Total H'Cap	Net
Frank W. Primrose	99	101	200	32	168
J. E. Killackey	88	90	178	—	178
L. S. Owen	94	94	188	8	180
G. R. Nakayama	97	104	201	20	181
H. T. Owens	105	105	210	28	182
W. S. Pitcairn	91	100	191	6	185
George L. Lobsitz	129	122	251	60	191
GUESTS					
J. B. Hare	95	98	—	—	193
E. L. Fondeville	131	114	—	—	245
A. G. Hallgren	106	110	—	—	216

Kresge Profit $2,491,710

Net income of the S. S. Kresge Company in the September quarter was $2,491,710 after Federal taxes, equivalent after preferred dividends to $6.67 a share on $36,786,100 common stock, compared with $2,634,201, or $7.06 a share, in the preceding quarter, and $2,231,079, or $8.95 a share, on the $24,517,933 stock in the September quarter a year ago. The company's stock sold above $800 a share on the Stock Exchange Tuesday, the highest stock of the list.

For the nine months ended September 30, net income was $7,295,815, equal to $19.54 a share on the common, against $6,579,966, or $26.41 a share, in the same period of 1924.

Ahrenfeldt China

The finest China from France

"Korea" Pattern on the Champagne Shape

Truly a Chinese classic with that touch of Chantilly adopting that rich combination of color characteristic of the Old Korean Art.

A pattern selected for our beautiful Champagne shape.

Stocked for immediate delivery in New York.



HERMAN C. KUPPER, Inc.
39-41 West 23rd Street
New York



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



SEASONABLE buying of all lines of flint glassware is noticeable at all factories. As previously announced, there is not the tendency to buy in small amounts as formerly, and buyers are at this time interested in laying in stocks for the late fall and holiday trade. Jobbers are also ordering staple lines in rather good volume, while the specialty lines are also in far better movement than has been experienced for many months. In fact, sales managers now declare that the present is the height of the buying season for holiday stocks. This is especially true when reference is made to the department store trade, although jobbers has been ordering with more liberality since September 1st. Inquiries concerning shipping are increasing, which would indicate that the trade is interested in having merchandise shipped out as promptly as possible. While the manufacturers have been in a position to make rather prompt deliveries in the past, just at this time there is some slight delay in getting out the blown lines, which are in very heavy request. However, the manufacturers do declare that all orders now on file will be shipped in time for the holiday trade, which means that all orders now on file will have gone forward before December 1. Throughout the country retail stocks are being increased, and warehouse requirements are being kept up to normal. The specialty and decorated lines of glassware are in very good movement. Larger stocks are being ordered by the department store buyers and specialty shop dealers. All flint factories are working on active production schedules.

Southern representatives of the Monongah Glass Co., Fairmont, W. Va., met at the general offices of the company last week for a sales conference, which continued for several days. Among those attending the meeting included J. H. Russel, E. E. Eagan, W. B. Jones, J. E. Norton, R. J. Scott and R. L. Reckenbecker. The conference was held for the purpose of discussing the general business situation with reference to the territory covered by the different salesmen, and to discuss sales plans for the new year.

When an air compressor at the plant of the D. C. Jenkins Glass Co.'s plant, Kokomo, Ind., exploded, three workmen were slightly injured, according to a report received in the district this week. The damage to the compressor was repaired within a few days, and the production of the plant continued thereafter as usual.

A steady increase in production is reported by the management of the Imperial Glass Co., Bellaire, O. The plant has been working on a basis of about 50 per cent, and this has been increased within the last few days to about 75 per cent. Additional employees have been added, and there is every indication that the factory will be operating on a normal basis within the next few weeks. Orders with this company are increasing steadily.

Managers of glass and china departments of local department stores are pleased with the increased demand shown by the retail trade for the entire line carried in these departments. The buyers have arranged for liberal stocks, and these are now being shown in a rather wide variety. Blown ware, especially the decorated lines, are in far better movement than at any time this season, and staples are also in better request. In the lighting glassware sections of these departments there is also an increased business reported. According to one of these buyers, that season of the year is now here where people are beginning to brighten their homes for the winter season by the addition of new utilities. Popular priced lines seem to be in best request, although in a general way there is a general movement of all merchandise being offered.

The Schram Glass Mfg. Co., with main offices in St. Louis, Mo., and operating several different plants, has ordered plans for the construction of three new brick and steel warehouses to be erected at its Westmoreland W. Va,, factory. The new buildings will occupy a site 125 feet square each. The company is actively engaged in the manufacturing of packers' goods, fruit jars and a varied line of containers.

After being idle for some weeks, during which time a number of repairs were made to the plant, the factory of the Acme Glass Co., at Olean, N. Y., has resumed operations. This concern is actively engaged in the production of containers.

The Fenton Art Glass Co., Williamstown, W. Va., has added a new line of ware to its production, which is known as the "Swiss Art" line. The ware is something quite different from that heretofore produced at this factory, and a special feature of the line will be made at the annual exhibit which the company will hold at the Ft. Pitt Hotel here in January. The colored glass line of this company, which has been featured all this year has been in excellent demand.

The McDonald Glass Co. is the name of a new interest that is being formed by Edwin W. Bryce and his associates. The company has applied for a charter under the Pennsylvania laws, the application having been filed by Evans and Tener, with offices at 832 Oliver Building, Pittsburgh.



A VASE THAT MAKES FOR ARTISTIC FLOWER DISPLAY

The No. 16261 8-inch Vase has an openwork top that displays cut flowers to the very best advantage.

Some of the stems remain upright in the center, while others fit through the openings arranged around the center, thus giving a spread that allows the flowers to display all their beauty.

Made in black, red and green, either bright or satin finish and will retail for about $1.25 to $2.00.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

At a purchase price of $8,000 business men of Kane, Pa., have just closed a deal whereby they will take possession of the partially completed plant of the Saeger Jar Co., at Betula, Pa. Together with the factory building, there goes with the purchase the town water and electric plants and also 40 dwelling houses. It is proposed to finish the erection of the factory and place the plant in operation within the next few months.

Traveling salesmen of the Owens Bottle Co. held a three days' sales conference at the office of the company, at Charleston, W. Va., from October 12th to 15th. An inspection of the factory and a general discussion relative to sales plans for the forthcoming season was on the program. The plant at Kanawah City was inspected by the salesmen.

A report is current here that the Illinois Glass Co., as a result of a fire that damaged its plant at Chicago Heights, Ill., is considering the plan of removing the operations conducted in that factory to either Gas City or Upland, Ind.

Approximately 150 men are now being employed at the plant of the New Cumberland (W. Va.) Glass Co., which is featuring a general line of lighting goods. The company is also in the production of lenses.

Did You Ever Stop to Think

By E. R. Waite, Secretary

Shawnee, Okla., Board of Commerce

That many manufacturers, jobbers, retailers and other shippers should pay more attention to the marking of package freight.

That in many instances second-hand containers are purchased and used.

That many shippers fail to remove consignment marks on the containers they receive and re-use them.

That it is just as much to the shippers interest as it is to the railroads to have shipments properly marked.

That double-marking causes much confusion.

That it often causes packages to be held over for re-marking.

That the failure to obliterate old marks often results in the loss of an entire package.

That it delays effective delivery at a destination.

That these delays often cause the loss of a customer.

That service as well as the goods is what is wanted.

That it is a good idea to scratch or paint out all original shipping marks on a container when received, so when the container is used again, all that is necessary is a new tag or stencil mark.

That service, price and quality are what sell merchandise.

Service is too often forgotten in connection with the selling of merchandise.



WHAT THE POTTERIES ARE DOING



PRODUCTION of dinnerware in eastern Ohio plants is improving as the season advances, and the district as a whole at this time is operating on a basis of eighty per cent or better. New business is in liberal receipt, and some manufacturers now have business on file for 1926 delivery. Attention at this time is being given to late fall and holiday business. Mail orders for seasonable requirements are steady and the volume is showing a favorable increase. In some instances buyers are interested in ordering more stocks but are held back by merchandise managers. Shipments are steady. Open stock patterns are in demand, although some of the distributing interests are interested sets. Some manufacturers this week reported that certain open stock border patterns are sold up for the current season, which would indicate that some very popular patterns have been placed by the manufacturers. Salesmen who are on the road have advised home offices that a better feeling is shown among the buyers, and that retail buying is showing an improvement. This situation will tend to increase business with manufacturers. All manufacturers are arranging lines for 1926, and in a number of instances all 1926 patterns have been selected. Borders predominate, sprays and medallions are plentiful. Very few buyers have visited the district of late. Salesmen have been doing better on the road this season than at any previous time this year. There is a better inquiry for goods, and the entire whiteware line is in very reasonable movement.

"It looks as if we're going to have an exceptionally heavy fall and holiday business," said F. H. Obermeyer, of the Krenning & Westerman China Co., St. Louis, Mo., when in the district a few days ago. "Out our way business is on the upgrade and has been so for some months. We are buying accordingly. The entire Southwest is going along in very good shape, and it looks to me as if 1925 is not going to turn out to be such a bad year after all." Mr. Obermeyer is a St. Louis booster, he admits this, but at the same time he shows much interest in the entire Southwest territory.

Miss Aufderheide, who has been in charge of the housefurnishings department of the Shillito store, Cincinnati, O., is now buying china and glass, succeeding Mr. Gilmore when he retired from the management of that department a few weeks ago.

"Pulling" the door of a kiln too soon caused a small fire at the plant of the T. A. McNicol China Co., and also was the cause of the death of the warehouseman. The fire did not amount to much. A fire truck turned into an alley on the west side of the plant where several workmen had gathered, and one of the number becoming bewildered walked into the path of the fire truck and sustained injuries which caused his death a little while later. Operations at the plant as a result of the fire will not be suspended.

"When folks stop using their automobiles so much and spend more time at home, then there will be a heavier demand for dinnerware and not until them," is the thought of buyers of this class of merchandise. In fact, the statement is made to pottery salesmen by practically every department store buyer in the country. Salesmen who have been on the road during the last few months declare that the same story is related by all buyers. No more is there the old-time Sunday dinner and the entertainment of friends at home during the summer months. It's a case of "hop in the car and out for dinner" all over the country, so the story goes. As a result the old dinnerware answers all purposes for the present. Once the crowd begins to stay at home, then the situation will be changed and not until then, it is declared.

"We'll not have our new shape ready for delivery until early in the new year," said W. C. George, president of the W. S. George Pottery Co., East Palestine, and operating plants at Cannonsburg and Kittanning, Pa. The new shape, which will be made at the East Palestine plant, is a semi-plain and semi-fancy creation. It will be shown for the 1926 trade in ample time, and in a variety of new and exclusive decorations.

A meeting of the executive committee of the United States Potters' Association is expected to be held in the general offices here within the next few weeks for the purpose of deciding upon the time and place for the annual meeting, which is generally held in December. Whether the meeting will be held in New York or Washington this year will be determined at that time. Last December the meeting was held in New York City.

While the West End Pottery Co. will show no new shape for the 1926 trade, the company has obtained a number of new and exclusive border patterns for the coming season. Advance samples of these treatments will be placed in the home office sample room ere long. The West End line will be displayed at the Ft. Pitt Hotel, Pittsburgh as usual next January.

Following an eight weeks' trip through the West, and Southwest, George T. Bratt, western salesman for the

(Continued on page 30)



Our No. 9609, Derby shape. Made by Heinrich & Co.

H&C. SELB BAVARIA

HEINRICH & CO.'S *mark is an* Assurance of Quality

FROM FATHER TO SON

IN Selb, Bavaria, the skill and pride of fine craftsmanship have been handed down for generations, from father to son.

That is why Heinrich dinnerware excels in accurate application of patterns, and perfect glaze.

In No. 9609, old blue is the dominating color. Clean and uniform, this pattern again proves the German mastery of the science of coloring.

Original packages available at once, as well as open stock.

Send for Samples

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH AND SIXTH FLOORS, 49-51 W. 23RD STREET, NEW YORK CITY

Chicago Permanent Showrooms—130 N. State St. Also Amer. Furniture Mart, Sec. A-8, 2nd floor. Eugene Blum and John H. Ling in charge.

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

LET US TALK TO YOU ABOUT YOUR ADVERTISING.

ROBERT RAWSTHORNE COMPANY

ARTISTS : PHOTOGRAPHERS : ENGRAVERS
PRODUCERS OF DISTINCTIVE ADVERTISING

"Pittsburgh's Complete Advertising Service"

HEBREN BUILDING AT EIGHTH AND PENN

PITTSBURGH, PA.

"Princess Dinnerware"



Illustrating our No. 310 Open Stock Pattern. One of many "live sellers," shown on the attractive "New Princess Shape."

The Smith-Phillips China Co.

EAST LIVERPOOL OHIO

J. W. Mackey, *Sales Manager*

Eastern Representatives

PHILLIPS, THISTLE & SMITH, INC.

1107 BROADWAY, NEW YORK

TELEPHONE WORTH 3110

Williamsburgh Flint Glass Co.

290 Broadway

New York

Manufacturers of

Lamp Chimneys **Lamps**
Shades **Lantern Globes**

Towel Bars

Linings for Mounting
Made to Order

Private Mould Work

August Glassware Exports

Reports of the Department of Commerce, through the Department of Foreign and Domestic Commerce on domestic exports of glassware, table and other, for lighting purposes from the United States shows a decrease from those of July. Exports by countries are as follows:

Countries	Table glassware, plain	Table & other glassware, cut or engraved	Lamps & other illuminating devices chiefly of glass	Glassware n. e. s.
	Dollars	Dollars	Dollars	Dollars
Austria	—	—	460	—
Azores & Madeira	175	—	—	—
Belgium	—	—	—	—
Bulgaria	—	—	—	15
Czechoslovakia	96	—	—	—
Denmark	—	—	—	98
Finland	—	—	—	115
France	—	30	—	420
Germany	411	—	32	67
Greece	—	—	—	—
Italy	11	—	—	—
Netherlands	68	—	—	144
Norway	70	—	—	48
Poland and Danzig	220	—	—	44
Russia in Europe	—	—	—	—
Spain	—	—	—	55
Sweden	—	—	—	—
Switzerland	244	—	—	25
Irish Free State	—	—	—	122
United Kingdom	14,988	2,289	2,635	14,338
Canada	25,308	7,267	3,426	72,185
British Honduras	792	290	10	57
Costa Rica	399	—	—	176
Guatemala	872	—	—	115
Honduras	640	91	—	296
Nicaragua	115	14	—	399
Panama	2,256	495	709	3,105
Salvador	134	—	229	87
Mexico	13,775	1,235	1,783	5,226
Miquelon and St. Pierre	48	—	—	10
Newfoundland & Labrador	661	—	139	132
Bermuda	500	330	20	18
Barbados	—	—	—	—
Jamaica	231	122	109	264
Trinidad and Tobago	32	—	32	—
Other B. W. Ind.	564	—	39	14
Cuba	13,931	800	493	5,157
Dom. Republic	2,133	—	83	777
Dutch W. Ind.	60	—	34	195
Haiti	2,119	—	130	776
Virgin Is. of U. S.	217	—	102	14
Argentina	6,880	32	—	960
Bolivia	1,009	—	—	—
Brazil	82	—	109	662
Chile	658	—	28	456
Colombia	3,944	45	781	1,813
Ecuador	405	—	—	145
British Guiana	37	—	—	90
Dutch Guiana	61	—	160	—
Paraguay	—	—	—	—
Peru	256	—	—	986
Uruguay	1,581	—	—	561
Venezuela	4,056	—	114	177
British India	64	—	—	1,141
Ceylon	47	—	—	—
Straits Settlements	—	—	—	69
China	861	—	140	1,070
Chosen	—	—	—	20
Java and Madura	—	—	—	79
Other Dutch E. Ind.	—	—	—	—
French Indo-China	—	—	—	—
Hongkong	235	161	—	20
Japan	—	—	—	4,780
Palestine and Syria	—	—	—	—
Philippine Is.	501	64	—	1,588
Russia in Asia	—	—	—	45
Siam	—	—	—	—
Australia	22,835	164	2,770	2,773
British Oceania	215	—	11	—
French Oceania	101	—	—	—
New Zealand	12,505	203	1,140	1,012
Other Oceania	51	—	71	—
Belgian Kongo	—	—	—	—
Brit. W. Africa	—	—	220	122
Brit. S. Africa	2,925	1,040	—	121
Brit. E. Africa	88	—	—	—
Egypt	—	—	—	—
Other French Africa	—	—	—	—
Liberia	—	—	50	—
Morocco	—	—	—	—
Port. E. Africa	139	—	—	—
Other Port. Africa	—	—	—	—
Spanish Africa	—	—	64	—
Total	140,606	14,672	16,123	123,184

Dollar Buys 64.1 Cents, Pre-War, Says Fisher

Prof. Irving Fisher of Yale University announced that last week's prices averaged 156.1 per cent of the pre-war level. The purchasing power of the dollar was 64.1 pre-war cents.

Crump's index number was 151.0.

Italian index last week 671.9.

Index numbers for the last five weeks follow:

	Fisher.	Crump.
October 12	156.1	151.0
October 4	157.0	150.9
September 27	158.3	151.2
September 20	159.0	151.5
September 13	158.1	151.7

To the Newest Addition



ATTENTION paid to the baby in a family is generally appreciated, therefore, in sending out your circulars address them to the baby instead of the head of the family. You are more likely to get them read thoroughly. The unusualness of the plan will compel attention. Word your advertising so that it is addressed to the infant but really aimed at the parents. For instance: "If you could talk to your mother would the (name of article) which we have on display this week and make her realize that they are better than she usually gets for the price we ask, etc." You can secure the names of the infants from the local birth records, from the cradle rolls of Sunday schools, by watching the birth announcements in the local papers and by various other methods.



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives:

New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — W. B. Andrews, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



MAYER CHINA

VITRIFIED HOTEL WARE

ROUND EDGE — THICK
PLAIN WHITE — DECORATED

FOR

HOTELS — HOSPITALS
CLUBS — CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS

THE MAYER CHINA CO.
BEAVER FALLS, PA.



Illustrated is LONGCHAMPS one design in the number of noteworthy Lorraine Ware Patterns. All are brilliantly hand painted underglazed floral treatments on a rich, ivory background.

LORRAINE WARE

A Fantasy of Color

THE color note in dinner service was early sounded by this superlative Lorraine Ware, made in the famous Sarreguemines Pottery, and sponsored by A. J. Fondeville & Co.

This vogue, popularized by all interior decorators, proffers the widest range of originality, color and beauty, dinnerware has ever witnessed. It allows the greatest amount of harmony or contrast with other furnishings.

It has been our privilege and pleasure to cooperate with leading interior decorators and their clients through the mercantile houses whom we are constantly serving.

Open stock—for immediate delivery.

A. J. FONDEVILLE & CO.
24 West 23rd St. New York City

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Reproductions of Old Spode Patterns Featured By Copeland & Thompson, Inc.

THE charm of olden times characterizes the new samples of Spode dinnerware shown by Copeland & Thompson, Inc., 206 Fifth Ave., New York. While the designs are new to us they are really quite old for they are reproductions, most of them, from the original Spode moulds, which have not seen the light of day for years. Many of the designs pre-date Spode being reproduced by Josiah Spode from old silver types of an earlier period. The "Gadroon" shape is one of these. This has a fluted embossing which lends itself so well to many types of decorations. The Chelsea Wicker shape is shown in a Tudor design combining a brown band in two tones, with a design, which runs through the center, of flowers and fruit in vivid colors. Oranges, apples peaches and roses, tulips, etc., with green leaves make a charming effect and this line is especially adapted to use with the new Italian table linens. The Strawberry border is filled in by hand in bright colors. The center shows a ship scene in black. The effect of the two types of coloring and decoration is one of great charm. Besides the many dinnerware patterns of which just a hint has been given, there are large plates, 11 inch, for restaurant, luncheon and special plate services, in earthenware in a wide range of patterns. Mr. Thompson is also showing several trial pieces, also revival of old Spode types in Chinese red and new colorings, colored borders and plain centers, also allover designs of a true English type. A large flower design in pink and blue with a Chinese crackled border also a solid border with floral designs with ivory showing through the color are also interesting. The lure of these old Spode dcorations is undeniable and the popularity with which they are meeting confirms the judgment of the manufacturer in sending them to our markets.

A. J. Fondeville & Co. Introduces New Dinnerware Patterns

Three new patterns in dinnerware from the Faienceries de Kermis are being shown in the show rooms of A. J. Fondeville & Co., 24 W. 23rd Ct., New York. These are done in hand enameled underglaze treatments in designs which are typical of the modern French school. One design simulates our black-eyed Susan with the colors just the opposite from their natural arrangement, the petals being black and centers yellow. These blossoms are connected by a vine effect. Another number employs queer puffed-out flowers in mauve, red and yellow, surrounded by green leafy design. These are joined by three wavy blue lines. The third of this group employs medallions of bold vivid flowers in bright tones combined with a yellow edge just inside of which is a band of green formal motif in blue and pink. These designs are unique in character and of a charm sure to make an instant appeal. Besides these new patterns in dinnerware, Mr. Fondeville is showing many other new items from the various factories he represents, including teasets, salad plates and luncheon sets in lovely colors and designs.

New Patterns in Glassware and Dinnerware Shown By Phillips, Thistle & Smith

Phillips, Thistle & Smith, Inc., 1107 Broadway, New York, are showing a new number from the Seneca Glass Co. This is a full line of stemware in Amberina, cut in a simple laurel wreath band which is exceptionally attractive in the rich, deep shade of the glass. The Amberina tint is one of the most popular of the day and the new cutting will doubtless win instant favor. A new dinnerware pattern from the Smith-Phillips China Co. is another addition to the attractive wares displayed by Phillips, Thistle & Smith. This introduces a new fruit cluster design. Pears, grapes and plums in soft natural tones, nestled among delicate, blue gray leaves are worked into most charming medallions which decorate the border. A large bowl in black, blue, gray and yellow, filled with the same fruit clusters, with graceful trailing tendrils and leaf sprays in the same soft blue gray. The decoration is quite French in character, introducing a new type of color arrangement which is most attractive. Black line edge and decorations on handles and knobs increase the charm of the ware. James McCreery, New York department store, are carrying this new pattern in open stock and, it is stated, that it is meeting with a wonderful reception.

New Heinrich and Winterling Patterns

William G. Mueller, Inc., 49 W. 23rd St., New York is offering a wealth of new pieces in Winterling fancy china, salad and berry sets in a large assortment of floral designs in delicate colorings, and at attractive prices. Tea and coffee sets in similar colorings and decorations are also appealing. Twelve new patterns in Heinrich dinnerware are characterized by gay colors. One in Dresden flower effect in vivid tones is stocked in New York. A new narrow border design is especially well priced and many other numbers in border, semiborder patterns and floral sprays will be in stock soon. Mr. Mueller as usual has shown an unerring judgment in selecting his new designs and the reception accorded them is a proof of his wisdom.

New Designs in Shapes and Patterns Will Be on View August 15th

JOHN DAVISON

INCORPORATED

14 Barclay Street **New York**

Handsome Line of

LAMPS

with Silk and Parchment Shades

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

W. MOORCROFT, Ltd.
Art Pottery

ADDERLEY'S, Ltd.
China and Earthenware

STEVENS & WILLIAMS, Ltd.
Rock Crystal and Cased Glass

All Makers in the Front Rank of English Productions

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMANN
West

ROY E. HENDERSON
President

American China for American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers of Lamps, Shades and Their Accessories

By Beatrice Miller Wisner

Girondoles and Lamps of Enticing Beauty

A splendid assortment of pottery lamps, in table, boudoir and vanity styles, and fine girondoles are attractively displayed in the showrooms of J. B. Levy, 131 Madison Ave., New York. The large variety of colors



are a conspicuous element of the pottery lamps. Beautiful blues, orange, green, yellow and combination of tints are among the lovely numbers. Exquisite georgette and silk shades in harmonious color effects grace these fine lamps. Girondoles in particularly novel models, some with crystal beads and prism decorations in colors, and others having realistic glass flowers adorning the fanciful metal scroll-work arms and parts, are novel in construction and modeling. Many of the lamps are adorned with parchment shades, in hand painted floral decorations. The silk and georgette shades are finely made. A shade which is particularly attractive is of log cabin pleated georgette, fashioned with ruffles of lilac georgette at the top and bottom edge. Rose lining enhances the beauty of this unusual shade, and little bows of black ribbon and wreaths of flowers add to the decorative feature of the trimming. Candelabra and candlesticks are also among the varied collection of luminators, which are fascinating in their glass flower decorations. The girondole illustrated is a lovely specimen of its type. The entire assemblage of lamps, girondoles and candelabra is noteworthy from an artistic standpoint.

Artcraft in Iron Work

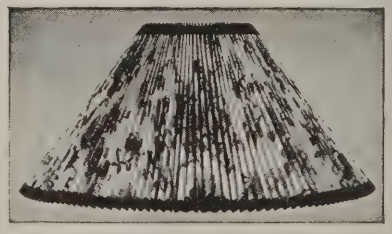
Especially enticing iron work featuring beautiful designs, are offered by the Artcraft Iron Works, Inc., 2 East 23rd St., New York. The variety comprises bridge and floor lamps, fern stands, bird cage stands and novel designed cast iron lamps. Careful work in modeling and decorations, together with fine finish in antique gold, silver, bronze and other popular finishes, and color work, has established the favor of the Artcraft Iron Works' up-to-date lines. Grace and beauty in reproduction adds much to the appealing period decorations of the objects, displayed at the above mentioned attractive show rooms.

Modern Braid Co. Housed in Spacious New Quarters

Brains, energy and hard work cannot fail to bring success to an aspiring business. This three-in-one force, adopted by the Modern Braid Co., 31 West 27th St., New York, manufacturers and importers of lamp shade trimmings and novelties, has brought the concern the well deserved growth and reputation which it now sustains. The commodious new display rooms beautifully finished in ivory white with lovely hangings are the highest type of modern showrooms in excellent taste. In the large variety of tinsel braids, silk fringes, silk bullion, fringes, bullion tassels, silk tassels, lamp pull cords, bullion fringes, medallions, motifs, flowers, laces, galoons, etc., carried by the firm there is displayed novelty of finish and unique design, embodying popular coloring and effects. For the benefit of the lamp shade maker, there are numerous lamp shade models on view, fully trimmed with a variety of tinsel fringes, flowers, etc. These completed shades give the buyer the full advantage of the appearance of the shade in its entire development. New and exclusive designs are constantly being brought out, and prices are consistant with the fine workmanship of these excellent trimmings and novelty importations.

Unique Accordion Pleated Lamp Shades

For interior decoration, specialty shops and for those who desire a distinctive type of lamp shade, in many varieties, the splendid assortment of accordion pleated



shades displayed at the attractive show rooms of F. Ehrenreich & Son, 17 East 24th St., New York., is a comprehensive assemblage in delightful colorings and excellent finish. The lovely Japanese Batik parchment shades are beautiful examples in this novel effect. French case-

(Continued on page 26)

MERCER HOTEL WARE

A Unique Product

Announcing

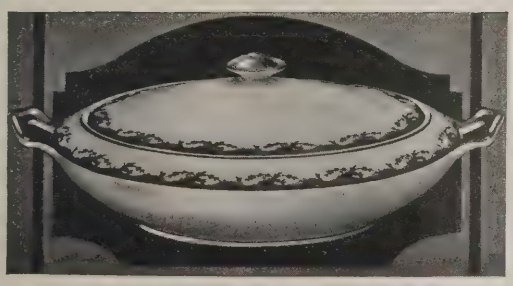
6 NEW PATTERNS
in Brilliant Colors

NOW READY FOR FALL SHIPMENT

Write for samples

MERCER POTTERY COMPANY
TRENTON NEW JERSEY

National Quality



Virginbrook Pattern—La Rosa Shape

Complete Line of New Decorations on Display by the following Representatives

D. KING IRWIN,
200 Fifth Avenue,
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F. A. MINER,
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Rochester, N. Y.

E. E. WILGUS,
10 High St.
Rms. 301-4. Boston, Mass.

EARL W. NEWTON & Associates,
9 N. Wabash Avenue,
Chicago, Ill.

The National China Co.
SALINEVILLE, OHIO



No. 10/3 Liquor Set, Green, Optic

A STUNNINGLY attractive liquor set for home use, made optic in crystal, amber, green, blue or amethyst glass. Consists of six 1¾ oz. full-finished tumblers, one 20 oz. flagon with ground-in stopper, and an oblong tray mitred the long way on the bottom to simluate the optic effect.

Write for price. You'll be surprised!

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.



Personality in Merchandise

Our importations of JAPANESE GOODS have eloquent appealing qualities and are a little different from the ordinary.

Try our Decorated China, Bronze and Pottery Vases, Lamps, Lacquered Ware, Artificial Flowers and numerous Novelties.

Call or write for Illustrated Catalogue.

Mogi, Momonoi & Co., Inc.

Importers of Japanese Goods

105-107 East 16th Street
New York

"Theresienthal"
Stemwares

"Krautheim"
Dinnerwares

"Schierholz"
Dresden Art Goods

"Royal Dux"
Art Goods

"Venetian Art Glasswares and Many Gift Shop Novelties"

now being shown throughout the country by our representatives. A postal card will inform you when they will be in your vicinity.

FRED C. REIMER CO., INC.
49 West 23rd Street New York City

Specials In Lamps

(*Continued from page 24*)

ment cloth shades in a new design, French stripe, neatly bound with satin ribbon, and also a rainbow design are distinctive numbers in this unique style. Taffeta over chinz, in three shapes, Empire, Colonial and oval, with twenty different decorations to choose from, including lace over taffeta, are excellent models of unusually fine workmanship and coloring. The floral designs shown are realistic in natural tints. Accordion pleated shades are among the most popular types for the up-to-date lamp and are especially well adapted to accentuate the beauty of interior furnishing and decorations.

Beating Winter to It



ANTICIPATE winter—even while the days are in the early touch of fall weather—by running a display of winter merchandise which should be purchased long before the cold months come. Fill the window with staple articles, especially suited for winter use. Add a card or hanger, containing a few words of selling talk which sets forth the advantages of buying early the winter goods they are certain to need. A long window strip lettered "WINTER IS COMING —GET READY" should be used.

FRENCH NARCISSUS BULBS

TRUE PAPER WHITE GRANDIFLORA



BULB GROWERS

For Growing in Bowls with Water, **per 1,000**—

First size Bulbs, 13 ctm., packed 1250 to case **$19.00**

Mammoth Bulbs, 14 ctm., packed 1000 to case **$22.00**

F. O. B. New York, now ready for delivery.

INCREASE YOUR BULB BOWL SALES
A few bulbs at two cents each sold with a bowl, add fifty cents to the retail price of the bowl.

Send for Complete Catalog of all Seasonable Bulbs and Accessories

F. RYNVELD & SONS
352 GREENWICH ST., NEW YORK CITY

Best Values in
JARDINIERES



Vases, Candlesticks, Bowls and Novelties

SEE YOUR JOBBER OR WRITE US

THE BRUSH-McCOY POTTERY CO.
ZANESVILLE, OHIO

N. Y. OFFICE—COX & CO., 120 FIFTH AVE.

We make the "LINES THAT SELL."

Smith Ceramic Studios, Inc.
901-9 Monroe Ave., Rochester, N. Y.

Originators of
Unusual Creations in Decorated China and Glassware

Salesrooms

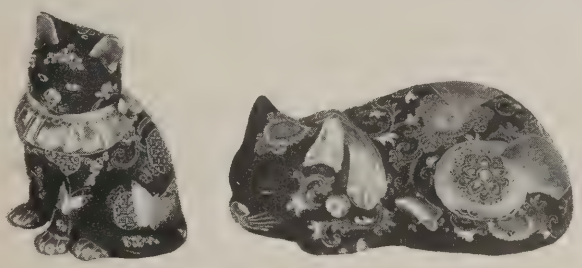
NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York



ORNAMENTAL FIGURES
OF SATSUMA WARE

Unusually attractive are these decorative figures in the form of cats, elephants, lions, Buddhas, Japanese girls and birds in various positions.

They are made of china and decorated in the famous Satsuma style in gold and colors.

Our catalog contains many other decorative objects—as well as practical ones. Send for this helpful book—it's free.

REMEMBER

Taiyo Trading Co., Inc.
IMPORTERS OF
Japanese Goods

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

WHOLESALE business in china, glassware and allied lines has been improving steadily since the first days of September. The Fall buying season is now in full sway and the dealers are requesting prompt shipment on all orders. That business in the retail stores is greatly improved is shown by the numerous requests received by wholesale and manufacturing houses for immediate shipment of merchandise ordered some time ago for November delivery.

Retail stores in Chicago this week were featuring many items in dinnerware and glassware as well as lamps and housefurnishing. Among the offerings were: The Fair continuing the second week of their 50th Anniversary Golden Jubilee Sale. Included were 100 piece dinner sets in "Indian Tree" pattern at $24.95, or about half regular value. Fifteen piece cereal sets were priced specially at $3.95. Mandel Brothers featured a big sale of console mirrors in a great variety of designs and shapes, ranging in price from $12 to $100 each. Boston Store has a sale on this week of 1,000 new imported and domestic dinner sets at a third off the regular prices, including sets from Bavaria, France, Germany, Japan, as well as from domestic manufacturers. The Annual Peerless sale, always a big selling event at the Hillman Store is under way this week. White kitchen ware is featured at 69 cents. Hartman's Furniture Store has one of the best lamp values offered the public this week in a bridge lamp of iron, bobeche trimming and georgette shade at $12.75 complete.

The Carrollton Clay Products Co., Carrollton, Ill., was incorporated last week to mine and prepare clays for pottery making and to manufacture clay products. The incorporators are James Pegram, Philip A. Daum and Joseph W. Beatty. The capital of the company is $20,000.

Dealing in jewelry, china, glassware and leather goods, the Robert Jewelry Co., 204 W. Madison St., was incorporated recently with a capital stock of $3,500. The owners of the concern are Robert Feigenbaum, Oscar Landis and Arnold Davidson.

Albert Pick & Co. officials report that their business volume is well ahead of that of a year ago up to the present time. The increased volume of business in this hotel and institution supply firm is said to be due to the enormous building program in the middle west during the past six months. Chicago's building permits and new building activities this year will surpass those of 1924, heretofore the record building year in Chicago.

Dry Goods history was made in Chicago last Saturday when the John V. Farwell Co. was taken over by Carson, Pirie, Scott & Co. Carson's took over the business completely buying the company outright. The Farwell Co. was one of the oldest and best known wholesale dry goods houses in the country and the deal, which was first announced on Sept. 23, was completed on Oct. 10.

Much interest is shown here in the recent charges of monopoly against the Aluminum Co. of America, before the Federal Trade Commission. The complaint states that the company produces 90 per cent of the aluminum ingots in the United States and it owns large portions of stock in companies producing aluminum products as well as making such products itself.

The General Furniture Co. this week is opening its 12th store in Chicago. This organization with retail establishments in all parts of Chicago, now has five more

(Continued on page 30)

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

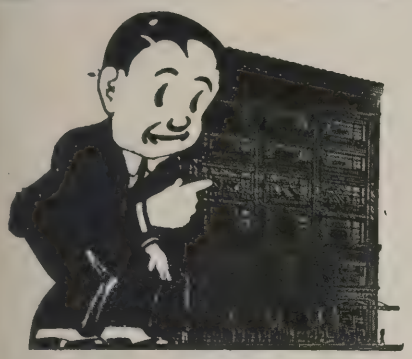
1751 West 74th Street CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

HELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

E. M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

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IRA A. JONES CO.

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Representing:

Pope-Gosser China Co.	Coshocton Glass Corp.
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Susquehanna Cut Glass	Shepherd Co.
National Glass Novelty Co.	Wood-Art Co.
Quaker City Cut Glass Co.	Burke Studios
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EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

THIS SPACE Is For Rent

Low Rate
Splendid Location

MAKE THIS SPACE Sell Goods For You

For Rates

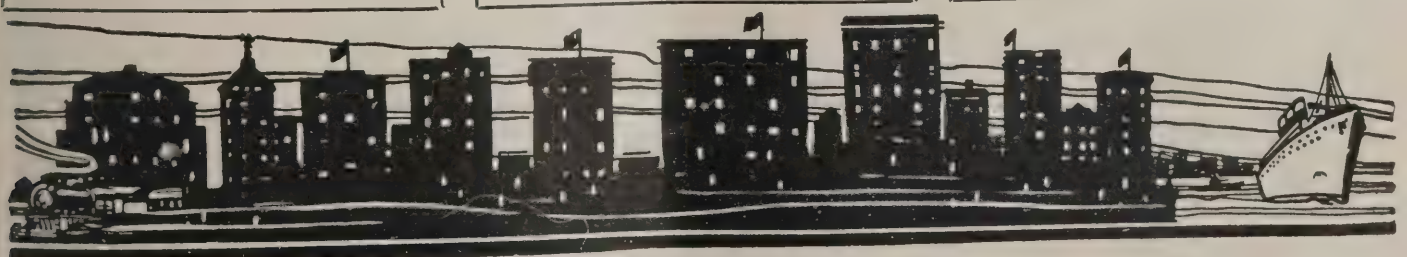
PHONE WABASH 860

THE SEBRING POTTERY CO.

SEBRING, OHIO
CHAS. L. SEBRING, *President*

W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

POSITION WANTED

WELL KNOWN YOUNG CHINA SALESMAN is open for engagement with first class concern only (import or domestic). Thoroughly experienced traveler. Excellent personality and appearance. Box 498, care of Crockery and Glass Journal.

THOROUGHLY experienced salesman of imported china and glassware desires connection with first class concern. Wide acquaintanceship througout the trade. Unquestionable references. Box 489, care Crockery and Glass Journal.

SPACE FOR RENT

FOR RENT: Display space, or desk space in center of Pottery and Glass section of Chicago—to Share room with representative of Hotel, China and Cutlery lines. Prefer dinnerware, glassware, or allied lines. Box 501, Crockery and Glass Journal.

What the Potteries Are Doing

(Continued from page 18)

Edwin M. Knowles China Co., has returned to the home office. "The business situation is looking a whole lot better than it was a few months ago," commented Mr. Bratt upon his return. "Buyers seem to be interested in getting stocks in early, and all are preparing for an active holiday season."

Plants of the Atlas China Co., Niles, O., and of the Globe China Co., Cambridge, O., both controlled by the same interests are now operating on a full time basis, it is officially declared. Since the Niles plant was placed in operation following its rebuilding after a fire, it has been on a steady production, while the Cambridge factory, which was acquired during the past year has been worked up to that point where all departments are operating actively. The sales department of both plants are at Niles.

The Limoges China Co., Sebring, O., is presenting a new line of ware wherein the color is to be found within the glaze. This is a new idea in American dinnerware, and the idea gives early promise of popularity. The process is declared to have been worked out in secret by the Limoges interests, and the first pieces are now being shown the trade.

It was an interesting group that watched the drawing of the first glost kiln of the new ivory porcelain ware of the Edwin M. Knowles China Co., at its Chester, W. Va., plant late last week. All officials of the company were at the plant when the first saggers were taken from the kiln, and the quality of the ware was pronounced by the experts of the company to be highly satisfactory. Within a few weeks the first decorated ware will be ready for shipment, and then will follow the gradually speeding up of production in all other departments on this new body.

Announcement has been made that the management of the Paden City Pottery Co., Paden City, W. Va., has severed its relationship with the National Brotherhood of Operative Potters, the headquarters of which are in this city.

Frederick Sutterlin, Trenton, N. J., has returned to his home office after spending several days in the East Liverpool district on business.

O. A. C. Ahrendts, of the Atlas China Co., Niles O., is spending several weeks at Mt. Clemens, Mich., accompanying Mrs. Ahrendts to that health resort.

The Chicago Market

(Continued from page 28)

stores than any other furniture house in this section of the country.

Becker-Ryan Co., outlying department store, is celebrating its 24th anniversary, commencing this week. An anniversary sale is under way, offering the shoppers of the southwest side many unusual bargains.

Petition requesting adjudication in bankruptcy has been filed against the Novelty Premium Co., Chicago. Liabilities are placed at $1,000 upwards and assets not listed.

The Mayflower Lamp Shade Mfg. Co., 3408 Ogden Ave., is a newly organized lamp and shade manufacturing house, with a capital of 250 shares no pare value stock. The owners of the company are J. G. Frieman, Ina G. Frieman and F. E. Frieman.

Home Appliances, Inc., Chicago manufacturer of household appliances, has decreased its capital stock from $50,000 to $5,000.

The Capital stock of Hillman's, Chicago department store was recently decreased from $1,000,000 to $850,000.

Buyers in New York

October 8th, 1925

A. Hall, china, glassware, lamps, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Asso. Mdsg. Corp.).

F. Loge, housefurnishings, china, Hager & Bro., Lancaster, Pa., 315 4th Ave. (D. G. Alliance).

October 9th, 1925

Mrs. J. E. Dunwoady, house furnishings, Chamberlain-Johnson-Du Bose Co., Atlanta, Ga., 30 W. 35th St. (William M. Van Buren).

October 12th, 1925

F. C. McElroy, china glassware, The Outlet Co., Providence, R. I., 128 W. 31st St. (American Retailers' Assn.).

J. A. Kelly, silverware, china, Rice Stix D. G. Co., St. Louis, Mo., 93 Worth.

October 13th, 1925

Mr. Gotwalt, house furnishings, Rike-Kumler Co., Dayton, Ohio, 1440 Broadway (Assoc. Mdsg. Corp.).

J. A. Watson, housefurnishings, Reid & Hughes Co., Norwich, Conn., 315 4th Ave. (D. G. Alliance).

A. Fishgall, china, glassware, housefurnishings, Tiedtke Bros. Dept. Store Co., Toledo, O., 105 Madison Ave. (Mdse. Reporting Co.).

E. Hauptman, housefurnishings, Wolfe's Lubbock, Texas, 33 W. 4th St. (Gem Purchasing Co.).

Mr. Werner, china, housefurnishings, Raphael Weil & Co., San Francisco, Calif., 455 7th Ave.

F. Levy, silverware, Denver, Colo., The Golden Eagle D. G. Co., 28 W. 31st St. (Kirby, Block & Fischer).

October 14th, 1925

W. D. Davis, housefurnishings, B. G. Twitchell, glass and china, Wm. Hengerer Co., Buffalo, N. Y., 17 E. 39th St. (Associated D. G. Corp.).

W. H. Bader, toys, Hens & Kelly Co., Buffalo, N. Y., 27 W. 33rd St. (Fellows Buying Corp.).

D. R. Ballentine, lamps, china lamps, lamp shades, J. L. Hudson Co., Detroit, Mich., 1440 Broadway (Assoc. Mdse. Corp.).

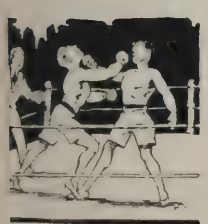
Printers Are Not Infallible Either

A good illustration of how a printer can mess up type and spoil a perfectly good news item was given in our issue of October 8.

In an article referring to the resignation of J. Howard Fry, vice-president of the Libbey Glass Mfg. Co., to go in the manufacturing business for himself in another line in Florida, no one would have recognized the article as originally written. The original head read J. Howard Fry Leaves Libbey Glass Co. The head as printed was J. Howard Fry Heads Libby Glass, but this was not all for the remainder of the item was so badly garbled that it was impossible to tell what it was all about.

And they say the publishing business is easy!

Fight Sale Superstition



THE thirteenth day of the month is a good time for holding a unique sale. More than the usual amount of attention can be attracted because of the popular belief that this is an unlucky date. It will be easy to select items that can be sold profitably at a reduction to 13 cents or its multiples of 26 cents, etc. Articles which are usually sold by the dozen would make attractive bargains if thirteen were sold for the customary price for twelve. Many catchy signs can be devised along the line of:

YOU'RE LUCKY TO GET THIS FOR 13 CENTS
13 OF OUR BEST BARGAINS IN ————
13 WAYS TO ADD TO YOUR SAVINGS

More novelty might be added by offering exceptional bargains which could be brought only 13 minutes past each hour.

HEADQUARTERS



Washington's Headquarters at Valley Forge

Here the "Father of his Country" set an inspiring example of courage and patriotism when the fortunes of the Revolutionary soldiers were at their lowest ebb. The house, built of stone, was a portion of Mount Joy Manor originally owned by Wm. Penn.

YEAR after year the most exacting judges of ceramic materials give the preference to those under the R & H trade mark.

Minpro No. 1 Feldspar is a shining example. The reputation of this superior Spar for uniformity, high quality and prompt deliveries make it the premier Spar for potteries and other industries.

Ask us to submit samples and analyses.

The ROESSLER & HASSLACHER CHEMICAL CO.
NEW YORK

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

Established 1869

B. F. DRAKENFELD & CO. Inc.
50 Murray St. New York

CADMIUM SULPHIDE

Red—Orange—Yellow

SELENIUM
SODIUM SELENITE

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
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Pressed and blown glassware.

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AS THE EDITOR SEES IT

Tendency to Buy Ahead Welcomed

Current reports are to the effect that gradually and somewhat slowly, but nevertheless perceptibly, merchants in some lines are resuming their old habits of laying in stocks in anticipation of future demands rather than sticking to the highly developed post-war practice of proceeding upon a pretty strict hand-to-mouth basis, says a recent editorial in the *Journal of Commerce*. It continues: This has been particularly noted in the dry goods trade, and not unnaturally is being hailed by a good many manufacturers as encouraging to them. For a good while past, indeed ever since the collapse of 1920, textile mill executives have been laboring under some very real handicaps in this respect. Their operations are normally, in fact unavoidably, of a nature to suggest large scale production in advance of actual distribution. Goods of the sort they produce cannot, of course, be brought into existence overnight, and consumer demand for them is highly seasonal. Retail and wholesale distributers have been cautious in buying in or even in ordering large supplies in advance of the seasons when the public usually call for their supplies in volume, and in very considerable degree the manufacturer has been forced to assume the risks of producing for stock, and in other instances to manufacture in small lots as orders actually come in. In either case the cost of production has been greatly enhanced at a time when it was to the advantage of all that expense be held to a minimum.

In these circumstances it is little wonder that manufacturers feel no little relief as indications multiply that a change is being introduced in this connection and that the trend even though not rapidly developing is distinctly toward older habits of ordering ahead. Yet conservative observers from without may be pardoned for feeling well-formed doubts as to the wisdom of going too far at this time in the direction of discarding the much abused practice of buying on a hand-to-mouth basis. Unless most farseeing students of current affairs are rather wide of the mark, there are a number of factors in the present situation that suggest an end sooner or later to the boom times that have come upon us. If something should happen, as it easily could, to disturb the instalment credit situation, if the building program now going forward with so much vigor should, as many expect, bring a substantial oversupply of dwelling and office structures, or if some way is not found to institute marked improvement in the European situation in the reasonably near future, the retailer and the wholesaler, with very moderate stocks certainly, would have little reason to envy hris competitor with excess supplies of goods on his shelves. Hand-to-mouth buying is in some respects a real evil. The problems it creates are troublesome enough in all conscience. It is, however, a practice that has e asily discernible causes which may or may not have disappeared in substantial measure from our midst.

Patrons O. K. Substitution If Presented Properly

Customers do not resent the statement of salesclerks, so often criticized by training directors, that "we have something just as good," provided it is presented in an intelligent manner, Arthur C. Port declared in the *Carolina Retailer*, the official publication of the North Carolina Retail Merchants' Association recently.

"Entering a retail establishment," Mr. Port continues, "the customer expects first of all attention, and because in most cases he is ready to spend his money, he expects attention whether all the clerks are busy or not and he expects that attention immediately; he doesn't want to stand around unnoticed. If any clerk is at leisure, he expects that clerk to approach him and ask about his needs, and if what he wants is in another department, he expects to be taken to the proper department and referred to a clerk, who, even if busy, will acknowledge his presence with a nod, a smile or perhaps a courteous word.

"As a customer, he is powerfully selfish and expects the people about him to be specialists on the things he inquires about; he expects a reasonable analysis of comparative qualities and reasons for differences in qualities or prices; expects an intelligent dissertation on the performance of a mechanical article and expects all statements to be truthful and without exaggeration.

"And if the article is not in stock and there is not something just as good, then he expects expression of a regret on the part of the clerk and an offer to secure the goods immediately or send them out when new shipments have arrived.

"The customer is not interested in the store's point of view; is interested in only his own point of view and cares for sales talk or conversation only in so far as it refers to the customer's needs or preferences."

Then, going over to the merchants' side of the matter, Mr. Port emphasizes the need of a friendly attitude toward the public, all through the store. "The customer should be put at ease the moment he steps in the front door. Bringing about a condition that will make people come to your store is about the surest way to increase business."

But the matter of holding the customer is of greatest importance. Mr. Port quotes "one of the greatest advertising authorities in the country," who "states over and over in every talk he makes that if manufacturers and stores paid less attention trying to develop new business and more attention to the accounts on the books, they would be better off. There is too much taking for granted with the customers looked upon as regular. Often it is harder to regain confidence once lost than it was to get confidence in the first place."

And the store should adopt a "trading up" attitude, he holds. "Go into any store in the State today and ask the merchant what lines he carries, and he will name the best-known standard lines. He believes in them. He enjoys them. He takes pride in them, and still in numerous cases the store will do nothing to help its clerks increase the average sale."

People want to spend more money, he believes. "The man that drives a Ford hopes to be able soon to buy a Dodge or a Buick, and the man that drives the Buick hopes to be able to graduate into the Cadillac class."

Annual Census of Clay Products Industries, 1924

The Department of Commerce announces that, according to the data collected at the annual census of the clay-products industries, the aggregate value of the products of these industries in the United States in 1924 was $434,706,888, representing a decrease of 3.1 per cent as compared with $448,458,585 in 1923. The value of all clay products except pottery was $29,669,435; a decrease of 4.3 per cent as compared with $312,813,459 in 1923; of pottery products, $118,142,561, an increase of 2.8 per cent as compared with $114,951,067 in 1923; and of nonclay refractories, $17,894,892, a decrease of 13.5 per cent as compared with $20,694,059 in 1923.

In response to inquiries as to comparative conditions in these industries in 1924 and 1923, 219 establishments engaged in the manufacture of clay products (other than pottery) and nonclay refractories reported conditions as somewhat better than in 1923; 358 reported conditions as approximately the same; and 358 reported their production and sales as falling below those in 1923 either in quantity or in selling value, or both. A considerable number of other establishments reported their production as varying from 20 per cent to 85 per cent ("Very poor" to "Good") of their maximum possible output. Of the establishments reporting pottery products, 36 stated that conditions were somewhat better than in 1923; 62 as approximately the same; 83 as falling below 1923; and 21 reported their output as 20 per cent to 80 per cent of their possible maximum.

The following table shows, for 1924 and 1923, the quantities and values of the several classes of products covered by this inquiry, and the number of establishments reporting each class.

(Ton, 2,000 pounds; square, 100 square feet).

Class and year	No. of establishments	Quantity	Value	Average unit value	Per cent of increase or decrease (—)	
					Quantity	Value
Total 1924	2,345	—	$434,706,888	—	—	—3.1
1923	2,287	—	448,458,585	—		
Pottery, total... 1924	330	—	118,142,561	—	—	2.8
1923	304	—	114,951,067	—	—	
Clay sold, raw or prepared.... 1924	125	Tons 363,208	2,197,291	6.05	-43.0	-30.9
1923	201	647,768	3,181,898	4.91		
Pottery, total 1924	330	—	118,142,561	—	—	2.8
1923	304	—	114,951,067	—		
Red earthenware. 1924	80	—	2,315,199	—	—	—5.8
1923	70	—	2,458,226	—	—	
Red and brown white-lined cooking ware 1924	7	—	983,932	—	—	—16.4
1923	8	—	1,176,400	—		
Stoneware (except chemical) and yellow and Rockingham ware.... 1924	57	—	4,088,365	—	—	—13.9
1923	56	—	4,746,435	—		
White ware, including cream color, white granite, semi-porcelain, and						

(Continued on page 19)

More and Better Trade Statistics Needed

THE development of more and better trade statistics by business organizations for the information of their members was advocated recently by E. W. McCullough, manager of the Department of Manufacture of the Chamber of Commerce of the United States, in an address at the silver anniversary convention of the National Association of Ice Cream Manufacturers at Detroit.

Mr. McCullough declared that "we are suffering today from the lack of facts as to what is going on in the vast majority of business lines." This condition will continue, he said, until every producer, distributor and handler of merchandise sees the advantage of contributing his quota of facts, and the situation is reflected through reports of trade associations organized effectively to represent given lines of industry. Mr. McCullough further said that Secretary Hoover believes that trade associations and not the government should gather and supply this data, it being impossible for any governmental agency to be as technically familiar with any line of industry as are those who are daily engaged in it.

It was stated by Mr. McCullough that much effective work along this line already has been done in a number of trade associations, and the number so engaged has increased since the recent decisions of the Supreme Court in the so-called "Maple Flooring and Cement Cases" which adequately and definitely registered the views of the highest court and the government as to what trade organizations may do in dealing with statistical data.

In the gathering and dissemination of statistical material by trade associations, Mr. McCullough emphasized the following points as of greatest importance:

"First—That as a beginning, trade associations should gather only such fundamental figures and information as the large majority of an industry may agree upon;

"Second—That while it is perhaps impracticable to devise a standard form of report for lines more or less technical, it is possible to arrange a portion of all reports so that such essentials as capacity, production, shipments, stocks, unfilled orders and prices on closed transactions can be reported in a manner that will enable accurate comparisons to be made;

"Third—An effort should be made to simplify all statistical reports and bring them reasonably within common rules of reading and interpretation;

"Fourth—(and this suggestion perhaps should be first) the secretaries of all trade associations should devise plans for educating and informing their members as to the value and use of such data in the direction of management of their business;

"Fifth—Close and complete cooperation should be established between trade associations and departments of the Government, particularly the Department over which Secretary Hoover presides, in order that the public, as well as the industries, may participate in the benefits growing out of this work."

Continuing, Mr. McCullough said: "Statistics, like cost accounting, up to this time, have been viewed as not only a very technical but an expensive activity for a trade association, but there is abundant proof to the contrary and if an organization will map out a simple program, little additional help or expense over that already provided for their general work will be necessary to serve their members with this valuable information. Again, like cost accounting, you can make it as simple or elaborate as you choose, but it is highly desirable that each organization purporting to represent a trade line should without farther delay consider the question, adopt a policy and follow it.

"Intelligent competition cannot be promoted without the numbers of the industry knowing, on a fact basis, what is going on."

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX

Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Promissory Notes

(This is the Eleventh installment of a series of talks on Business Methods.)

The last time, in my article on trade acceptances, I drew a line of distinction between trade acceptances and promssory notes. I then pointed out that promissory notes are given in evdience of monies received on loan. Of course they may also be given in settlement of merchandise accounts.

A promissory note is a written promise to pay unconditionally a definite sum of money on demand or at some specified time in the future. If such note is made payable to a particular person, it is non-negotiable; if made payable to a particular person's order or to bearer, it is negotiable and title may readily be transferred by indorsement and delivery, and the note may pass through many hands before it is finally paid.

From this it will easily be seen that a demand note is usually non-negotiable and used where the borrower obligates himself to the loaner only to pay a certain sum for value received at any time the holder of the note sees fit to present it for payment. This type of note is the customary paper used where an accommodation loan has been made outside of the usual business channels.

A promissory note with a definite time stipulation, however, is the more practical form, as it leaves no other choice but to pay it when due.

In order to make promissory notes eligible for re-discount at a Federal Reserve bank, banking institutions restrict the time duration of a promissory note to not more than ninety days (or three months).

In substance, a promissory note conforms to the following wording:

(So many days) after date I promise to pay to (John Doe) or order the sum of: (One Hundred) Dollars, with interest at (6) per cent per annum. Value received.

(Name of payer)

(Name of bank where payable)

The question of the interest is a very important one and deserves a full knowledge thereof.

I quote from the Accountant's Handbook:

"Rules for figuring interest vary between banks and under different state laws. The following methods are widely used:

When time of note is specified in days, such as 90 days, the actual number of days elapsed are counted, including the day of maturity but not the first day. The number of days is used as the numerator and 360 days as the denominator. Example—$800 6 per cent note for 30 days dated January 3, would be due February 2. On that date one collects 30/360 of a year's interest. Answer: $4. If the note were paid February 3, 31 days interest (31/360ths) would be collected.

If time of note is expressed in months, each month is considered as though it had 30 days. A 3 months' note dated July 7th would be due October 7th, and the interest would be 90/360ths, or one-quarter of a full year. When notes call for partial payment or interest payment to be made on a specified day of the month, as the 10th, interest is figured as though all months had 30 days. (One-twelfth of a year—same for 28 or 31 day months.) Notes maturing on a holiday are due the following business day. The additional interest is collected." Next week's article will be on "Depreciation," as requested by Miss Selma S., Baltimore, Md.

Price Average 156.5 Per Cent Pre-War

Prof. Irving Fisher of Yale University announced that last week's prices averaged 156.5 per cent of the pre-war level. The purchasing power of the dollar was 63.9 pre-war cents.

Crump's index number was 149.9.

Italian index last week 672.0.

Index numbers for the last five weeks follow:

	Fisher.	Crump.
October 18	156.5	149.9
October 12	156.1	151.0
October 4	157.0	150.9
September 27	158.3	151.2
September 20	159.0	151.5

September Trade Larger Than August

Further reports on business conditions to the Department of Commerce show increases in September over August in the consumption of cotton, unfilled steel orders of the United States Steel Corp. the production of bituminous coal, smelter copper, Douglas fir lumber and oak flooring, locomotive shipments, contracts awarded for concrete pavements, receipts of rosin, corn grindings, newspaper advertising, while building awards, the production of Northern pine and California redwood lumber, receipts of turpentine, sugar meltings and the production and shipments of cement declined. Fire losses were larger than in August. The amount of money in circulation in September increased over August, as did the exports of gold, while outstanding loans of the War Finance Corporation and imports of gold decreased.

Compared with September, 1924, industrial indicators showed increases in the consumption of cotton, the production of bituminous coal, Portland cement, smelter copper, Douglas fir and California redwood lumber, and oak flooring, contracts awarded for buildings and for concrete pavements, newspaper advertising, receipts of rosin and the tonnage of unfilled steel orders, while shipments of cement and locomotives, the cut of Northern pine lumber, receipts of turpentine, corn grindings and sugar meltings declined. As compared with a year ago, September fire losses were smaller.

August Freight Near High Record

The railroads carried more freight during August of this year than in any August on record with the exception of August, 1920, which profited from the post war buying movement. The volume of freight totaled 41,723,156,000 net ton miles, according to reports to be filed today by the carriers with the Bureau of Railway Economics.

This total was an increase of 14.4 per cent over the same month last year and an increase of 3.4 per cent over the same month of 1923. While August, 1920, exceeded it by 2.3 per cent, the profits to the carriers were far greater this year, as the railroads had been out of Federal control only five months by August, 1920, and were not operating efficiently.

Freight traffic in the Eastern District showed an increase of 20.1 per cent over August of last year, while in the Southern District an increase of 18.5 per cent. was registered. The general average was pulled down by the inability of the Western carriers to keep pace with the rest of the country. The Western District showed an increase of only 6.1 per cent.

Reasons for the disparity between West and East and between West and South, railroad men say, lie largely in the stimulated movement of anthracite coal during August in anticipation of a strike and in the land boom in Florida, which has drawn a certain amount of traffic from California.

For the first eight months of 1925 the aggregate volume of freight traffic amounted to 292,197,012,000 net ton miles, which is the number of tons carried multiplied

the number of miles traveled. This is an increase of 6 per cent over the corresponding period of last year, but a decrease of 4 per cent under the same period in 1923 and two-fifths of 1 per cent under the same period of 1920.

In the Eastern District an increase for eight months of 7.3 per cent in the volume of freight traffic handled compared with the same period last year was reported, and in the Southern District there was an increase of 9.1 per cent. The Western District again lagged behind with an increase of only 4.4 per cent.

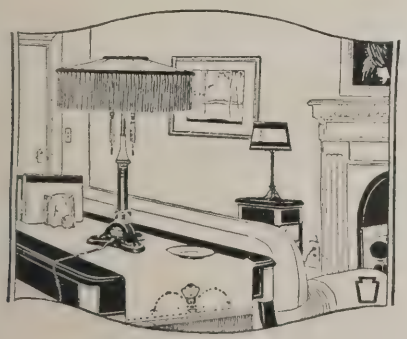
A LIGHTING DISPLAY

Not many people recognize clearly the degree to which good vision depends upon good illumination. Many people convince themselves that their eyes are going back on them and that they need glasses, when in reality it is that they are working too long hours, and, chiefly this, that the illumination is not good. This display will encourage them to think first of the electric shop, rather than the optician's shop, when they note any impairment in visual acuity.

Have a big placard lettered; reading as follows:

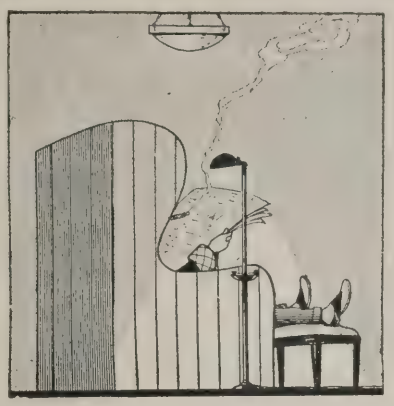
> **How Are Your Lamps?**
>
> Many people think their eyes have gone back on them when the chief trouble is with the lighting.
>
> Test your vision on these variously illuminated optical charts, by noting how many lines you can read.
>
> Come in and have us tell you how to utilize electric lighting for both decoration and utility.

Next, procure five optical charts which show the same sentences printed in various sizes of type, and arrange these in a series of booths against the back partition of the window. These booths can be improvised out of as many soap boxes lined inside with dark colored tissue



paper; the outside may be covered with a lighter shade of paper.

Place these boxes with the open side facing front and



attach the charts inside the boxes against the back. Illuminate each of these boxes with a lamp set into the top, ranging in wattage from 15 to 100 watts, adjusting reflectors so that the light in each instance will be thrown upon the card. On top of each box place a small placard announcing the wattage of the lamp used.

On the floor in the center of the window make a representation of a pair of nose glasses, utilizing flexible cord for the general outline, and two switch plates, or other small bits of metal for the nose pieces. Inside the outlines of the two lenses place two placards one in each, reading as follows:

> Wear glasses if you must, but even so, you need good illumination.

> Give your eyes a chance. Proper illumination will help keep them up to par.

Paste duplicate specifications of a housewiring job of two average size houses on the window pane, one at either side. Make these specifications conform to a standard that will assure adequate convenience of electric service as to lighting outlets, convenience outlets and switches.

Display on the floor the materials needed for this job. Run ribbons from the specifications to these lots of material.

Try somewhere to get a miniature house and mount this on top of the center pile of material, arranging by use of a small wattage lamp inside so that it can be illuminated at night.

The above is one of the many suggestions prepared by the Society for Electrical Development for dealers who are handling lamps and electric fixtures. Their interest is in helping the retailer to educate his community to the value of electricity and its place as a necessity in the household. Their suggestions are based on a practical knowledge and considerable experimentation and study.

CAUGHT IN THE NEWS NET

THE first city to be visited by Michel Bernardaud of L. Bernardaud & Co., who, with Mrs. Bernardaud arrived in New York last week, was Washington, where he went on Tuesday for a short conference with Fernand Desmaison, who is manager of the firm's New York office. Mr. Desmaison is at present travelling through the United States working his way west. It is planned that Mrs. Bernardaud will join him on a portion of his trip.

A. Cole, buyer of china and glassware, for A. Hamburger & Sons, Los Angeles, Calif., is in New York this week. Mr. Cole says that this is his fiftieth buying trip to this city.

Charles H. West, president of the Westmoreland Glass Co., Grapeville, Pa., left for Philadelphia on Wednesday, after spending several days in New York conferring with the company's agents, the Horace C. Gray Co. From Philadelphia he will go back to the factory.

William H. Green, general manager of the H. C. Fry Glass Co., Rochester, Pa., visited New York on Tuesday and Wednesday to have a talk with Frederick Skelton, local representative for the factory, as well as to attend to other important business. Mr. Green is very pleased with the present condition of business and says the future never looked brighter for both the Fry and Beaver Valley plants.

Wilbur E. Brown, secretary and sales manager of the East Liverpool Potteries Co., Wellsville, O., visited New York for several days this week to consult with Edward Unger, local agent for the factory.

H. J. Koll, china and glassware buyer for the May Co., Los Angeles, arrived in New York on Monday to remain a week or ten days placing orders. Thos. Stackpole, buyer for the May Co.'s Cleveland store, is also expected in town this week.

Miss Kate Connelley, with the Maison Blanche, New Orleans, is another buyer to make her appearance in the local showrooms this week.

Clarence Young, of Vail & Young, spent several days this week on a visit to the Jackson China Co., Falls Creek, Pa., which is represented locally by his concern. He brought back several new samples in hotel ware from the factory, which are now on display. Mr. Young stated the plant was working to capacity.

Harry S. Clarke, sales manager for B. Tomby & Co., accompanied by Mrs. Clarke, returned home last Thursday, after spending three months visiting the various factories represented by the Tomby firm in this country.

Charles Vogt, of Vogt & Dose, who has been in Europe for several months developing new creations in both his English and French lines, returned home last Wednesday. His family, who accompanied him on the trip, spent the summer at a French seashore resort while he attended to business.

G. & F. Hardware and Glass Co., is a recent New York incorporation, incorporated for $10,000 by H. Feldman, C Genberg, W. K. Dorfman.

M. J. George, manager of the New York office of the Sebring Pottery Co., Sebring, O., is showing the company's lines at the Furniture Show at the New York Furniture Exchange this week and next.

Harry L. Seixas, with Edward Boote, New York importers, returned Monday from a trip through the Middlewest. He will start out again next Monday and will continue on through the Western territory.

Eclipse Import Corporation is a recent incorporation to handle toys, $20,000; J. H. Haffner, B. E. Manuel, F. H. McCoun are those interested.

J. Meredith Miller of Maddock & Miller, Inc., returned Tuesday from a ten day trip to Pittsburgh, Philadelphia, Baltimore and Washington where he found conditions excellent.

William S. Anthes, with Herman C. Kupper, Inc., left Tuesday for a brief trip to Philadelphia.

Snap-Tite Clamp Co., recently incorporated in New York to make hardware, etc. Capital stock is $50,000. Those interested are M. Glaser, W. H. Mumme, V. Sence.

W. E. Wells Addresses Rotary Club on Business Ethics

In a most interesting address given by W. E. Wells of the Homer Laughlin China Co., to the Rotary Club, East Liverpool, O., last week, he said:

Within the past 30 or 40 years there has been as much n advance in the conduct of business as there has been he evolutionary changes in nature and in social life. Business life is vastly different today. There is less hroat competition, less hatred and jealousy, more co-ation and a greater desire to deal fairly with the c.

Business at last has arrived at a one price system. It to be that there was an asking price and a selling , and the customer, as a rule, was not at all certain hat he was getting.

Business men have learned from their experiences the of the old adage, 'Honesty is the best policy,' and through theories. The change did not come about igh 'preaching,' although there was lots of it.

Business men and organizations are the targets of many ers and demogogs and reform writers in certain pe-cals. And even on the stage and screen the 'unfair' ness man is always the villain over whom the young, st man without a dollar eventually triumphs.

have found the American business men 95 per cent st and I don't believe this is true of any other country our own. The business man has many obligations—is government, to his competitors, to his customers to his employes.

Legislatures in 1924 passed 22,000 measures looking e hampering of business, and big business especially. he approximately 150 years of our nation, there have more national and state laws passed in America than have been since the dawn of time in foreign coun-. Many of these measures are obsolete, although are still on the statutes, many are products of dema- and many can't be observed."

OBITUARY

Wilson Hammond Dies in New Mexico

I W. Hammond, the well known manufacturers rep-sntative, will have the sympathy of his many friends in erade in the loss of his son, Wilson, who died at Al-uerque, New Mexico, last Saturday at the age of 26 as, after an illness from tuberculosis of over a year's tion.

Upon receiving word of the seriousness of his son's con-in Mr. Hammond left last Thursday night for New ico but the end came before his arrival. Wilson, was a very likable chap, was a young man of a good of promise and was known to quite some extent in etrade through his association with his father in the a decorating business.

He contracted tuberculosis from his wife who died on the disease. Over a year ago he became ill and his er persuaded him to give up business and go to the bno Mountains for his health. He seemed to make t factory progress for a while but about a month ago ame to New York to visit his father who at once saw on his appearance that he was not doing so well and sent hat once to New Mexico. He grew rapidly worse and developed tubercular meningitis when the doctor gave up all hope of saving him.

Upon receiving this word Mr. Hammond left immediately in the hope of reaching his bedside before he died.

Mr. Hammond arrived in New York Wednesday with the body. The funeral will be held at Waterbury, Conn., and interment will be in the family plot at the Waterbury cemetery.

Editorials Call Attention to Ads

Scruggs, Vandervoort & Barney department store, St. Louis, is running a daily editorial box in conjunction with its regular newspaper advertising.

R. M. Wright, advertising manager of the store, states that the editorials will run about 100 words each, and will be designed to increase good-will and to build a bigger following for the store's advertisements. Here is one of the editorials that appeared recently:

"'May We Present'—It is a store's business to introduce merchandise and money to one another, and it has no more right to offer inferior quality to the purchaser than the purchaser has to buy it with spurious coin. This store never introduces any merchandise that is not worth meeting, regardless of how little or how much money is involved."

"Bernard Shaw laments the fact that men and women die just at the time when they might profit from the wisdom accumulated during a lifetime's experience. His point is certainly proved when applied to an institution like ours, for example, which is doing its best work at an age when the individual has ceased from his labors. Founded 1850; never found wanting since."

"Promises. Never believe an advertisement in which the advertiser appeals to your self-interest by seeming to sacrifice his own. Fanciful claims may make better reading, but they never really mean so much as an honest statement of fact. This store would rather promise a little less than it can perform than have performance fall below the level of its promises."

For Christmas Trade

An ideal Christmas gift is the "American Beauty" rose perfume lamp made by the Pittsburgh Lamp, Brass & Glass Co., Pittsburgh, Pa. It is made in the form of a rose, in delicate tones, tea rose tint, rose satin, delicate white, also in Nile green. The total height is 4¾ inches and it is equipped with keyless socket and six feet of covered cord. An attractive feature of this lamp is that it is packed in a handsome individual carton wrapped in holly paper and sealed. The delicate coloring and splendid finish of this item make it an article bound to appeal to lovers of the unique and charming in gift wares. This number is displayed in the New York show room of the concern at 61 W. 23rd St.

Car Loadings Pass Million Mark

For the twelfth consecutive week this year, loading of revenue freight exceeded the million-car mark, the total for the week ended on October 10th having been 1,106,099 cars, according to reports filed recently by the carriers with the Car Service Division of the American Railway Association. This was a decrease of 6,364 cars under the preceding week, reductions having been reported in the loading of miscellaneous freight grain and grain products and merchandise and less than carload lot freight. All other commodities, however, showed increases.

Compared with the corresponding week last year the total for the week of October 10th was an increase of 17,143 cars, and an increase of 20,161 cars over the same week in 1923. This also was a substantial increase over the same weeks in 1920, 1921 and 1922.

Coal loading totaled 184,331 cars, an increase of 10,014 cars over the week before, but 14,509 cars under the same week last year. Compared with the same week in 1923 it also was a decrease of 10,765 cars.

Livestock loading for the week amounted to 44,594 cars, an increase of 3,289 cars over the week before and 2,975 cars above the corresponding week last year, as well as 1,348 cars above two years ago. In the Western districts alone 35,350 cars were loaded with livestock during the week, 2,873 cars above the same week last year.

Miscellaneous freight loading totaled 427,021 cars, a decrease of 15,410 cars under the week before but 27,150 cars over the same week last year. It also was an increase of 29,048 cars over the same week two years ago.

Loading of merchandise and less than carload lot freight amounted to 270,929 cars, a decrease of 576 cars under the week before but 11,367 cars over the same week last year. Compared with the corresponding week two years ago, it also was an increase of 19,283 cars.

Grain and grain products loading amounted to 43,214 cars, 4,505 cars under the week before and 19,372 cars under the same week last year. It also was a decrease of 7,076 cars under the same week in 1923. In the Western districts alone grain and grain products loading totaled 26,050 cars, a decrease of 17,746 cars under the corresponding week last year.

Coke loading totaled 12,868 cars, an increase of 541 cars above the preceding week and 3,206 cars above the corresponding period of 1924. Compared with the same week in 1923, it also was an increase of 940 cars.

Forest products loading totaled 70,929 cars, 229 cars above the week before and 622 cars above the same week last year. It was, however, a decrease of 4,281 cars below the same week two years ago.

Ore loading totaled 52,213 cars, an increase of 54 cars above the preceding week and 5,704 cars above the corresponding week last year. It was a decrease of 8,366 cars under the same period two years ago. Compared with the preceding week this year all districts reported decreases in the total loading of all commodities except the Pocahontas, Northwestern and Central Western. All districts reported increases over the corresponding week last year except the Eastern, Central, Western and Southwestern, while all districts except the Eastern, Allegheny and Northwestern reported increases over the corresponding week in 1923.

Car loadings for the second week in October compare as follows with previous weeks of this and preceding years:

	1925.	1924.	1923.	1922.
October 10.....	1,106,099	1,088,462	1,085,938	969,48
October 3.....	1,112,463	1,077,006	1,079,776	953,95
September 26.....	1,120,645	1,087,447	1,097,493	977,79
September 19.....	1,098,428	1,076,553	1,060,811	961,13
September 12.....	925,434	1,061,781	1,060,563	937,22

Record carloading for all time were established by the week ended August 29th of this year, when 1,124,43 cars were loaded.

Buyers in New York

OCTOBER 15TH, 1925.

E. G. Campbell, house furnishings, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Assoc. Mdsg. Corp.).

Miss M. Goodman, silverware, R. H. White Co., Boston, Mass. 432 4th Ave. (13th floor).

Mrs. A. Anderson, gifts, The Fair, Chicago, Ill., 455 7th Ave (Kresge Dept. Stores, Inc.).

W. Peters, lamps, May Co., Cleveland, O., 1115 Broadway (E M. Sostman).

J. Henry, house furnishings, C. J. L. Hudson Co., Detroit, Mich. 1440 Broadway (Assoc. Mdsg. Corp.).

J. E. White, house furnishings, White Bros., Waynesboro.

OCTOBER 19TH, 1925.

E. Levy, silverware, Kaufmann & Baer Co., Pittsburgh, Pa. 404 4th Ave.

OCTOBER 20TH, 1925.

A. St. Louis, house furnishings, china lamps, James Edgar Co. Brockton, Mass., Imperial.

S. J. Natkin, china and glassware, Mandel Bros., Chicago, Ill. 13 E. 22d.

Miss A. Pine, house furnishings, china, J. R. Coppin Co., Covington, Ky., 128 W. 31st (Weill and Hartmann).

W. K. Sutton, toys, house furnishings, T. Traxler Co., Dayton O., 120 W. 32d (A. Fanti).

H. Hinck, house furnishings, china, Meyer's, Greensboro, N. C. 105 Madison (Mdse. Reporting Co.).

H. A. Koll, china and glassware, May Co., Los Angeles, Calif. 1115 Broadway (E. M. Sostman).

C. M. Koontz, silverware, Lansburgh & Bro., Washington, D. C. 128 W. 31st (American Retailers' Assn.).

H. R. Brennan, silverware, Stone & Thomas, Wheeling, Va. 455 7th Ave. (C. A. Cook).

OCTOBER 21ST, 1925.

R. M. Dean, toys, R. H. White Co., Boston, Mass., 432 4th Ave

Chamber of Commerce Issues Book on Foremanship

The experiences of more than one hundred manufacturers who have conducted foreman training in their plants are summarized in a pamphlet, called "Foremanship," just issued by the Department of Manufacture of the Chamber of Commerce of the United States. The summary deals with foreman training methods used in virtually every branch of industry, and in manufacturing plants of varying production capacities.

In the foreword of the pamphlet the Department makes it clear that it does not advocate any particular system or plan, but merely furnishes developed information and experience gathered from reliable sources.

A copy of this pamphlet can be obtained by communicating with the Department of Manufacture, Chamber of Commerce of the United States, Washington, D. C.

Annual Clay Census

(*Continued from page 12*)

semivitreous procelain	1924	66	—	36,277,578	—	—	—6.2
	1923	61	—	38,695,807	—		
Porcelain china, bone china and Belleek ware	1924	5	—	1,739,905	—	—	—9.5
	1923	8	—	1,922,901	—		
Hotel china	1924	19	—	9,506,330	—	—	—2.6
	1923	24	—	9,761,187	—		
Saggers	1924	117	—	2,386,434	—	—	27.6
	1923	113	—	1,870,146	—		
Other pottery products	1924	63	—	4,074,609	—	—	5.4
	1923	60	—	3,865,507	—		

A Day to Remember



NOVEMBER 11th is Armistice Day or the anniversary of the date on which the armies stopped fighting in the late war.

The retailer in smaller cities, villages, towns and suburbs can further a friendly feeling for his store by announcing through his store and or newspaper advertisements that every veteran of the World War and the widows and mothers of deceased veterans will be given a discount (either 5 or 10 per cent) from the regular price on purchases made that day.

Discounts will be given where the parties are not known, on the showing of discharge papers or other proofs of service.

Date Set for Cologne 1926 Spring Fair

At the conclusion of the Cologne Fair, Germany (October 2), the most successful held so far, dates for the opening of the next spring fair were set for March 21 to continue till March 30.

Cologne Fair is of an international character. It is an export, import and transit market. Merchants and manufacturers from neighboring and overseas countries are welcome to buy as well as exhibit their products at this fair.

Attacks Misleading Ads

Untruthful ads will injure the prestige of a store and interfere with the rights of other advertisers, Louis E. Kirstein, vice-president of William Filene Sons Company, Boston, told representatives of forty-four Better Business Bureaus at the annual convention held in Indianapolis recently.

In his talk "What the Store Wants From the Better Business Bureau," he placed great emphasis on the fact that the advertiser who thinks he can deceive the public only deceives himself.

"Business is based primarily on one thing, confidence," Mr. Kirstein declared. "Any action on the part of the store that weakens confidence between the store and its customers, injures all business by increasing operating costs.

"We have all had experiences to prove that the advertisements which claim the most do not always sell the most merchandise. All of us have used advertisements which tell the bad as well as the good features about merchandise, and have seen this type of advertising produce returns, far in excess of the other kind. An advertisement in our bargain basement captioned "Three Years Old But They'll Keep You Warm" packed our men's overcoat department as it had not been packed in many a day.

"When a store claims that its prices are based on selling out its entire stock at the end of the season it has either found a new method of merchandising, or it has actually deceived itself and hopes to deceive the public. At some time we have been all guilty of advertising $55 coats now reduced to $29.75 when we should have said $29.75 coats that did not sell for $55.

C. K. Woodbridge, president of the Associated Advertising Clubs of the World, told his audience that at present and in the future we must pay less attention to the problem of production, and more to distribution and consumption.

"We are now facing changed conditions," he said. "Goods must be sold. The master of the market-advertising men and salesmen—have come into their own."

Did You Ever Stop to Think

By E. R. WAITE, Secretary
Shawnee, Okla., Board of Commerce.

That you should be ever loyal to your home city and spend your money there.

That your merchants sell goods just as cheap as you can buy them elsewhere.

That the profit they make, they spend in the city that supports you both.

That you will find your local merchants right because they believe it is right to be right.

That you will find them free-minded men who have the welfare of the home city at heart.

That you will receive money-saving information if you read local ads.

That you can find goods or service advertised that will meet your personal requirements.

That your local merchants combined quality and service in a way that will give you perfect satisfaction.

That advertising is a part of the up-to-date service your progressive merchants give you. You should appreciate this service and take advantage of the opportunities offered you.

That when you buy from a peddler or a catalogue you help build some other city and tear down your own.

Don't look around to see who I am talking to. I am talking to you!



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



DEMAND for flint glassware has created pronounced activity in all of the factories featuring these lines, and here and there manufacturers have been compelled to increase forces in order to care for this increased business. A few plants throughout the country that have been operating below normal production during the last few months are quite active now, and output is expected to be steady throughout the balance of the season. The trade at large is interested at this time in having sufficient volume of merchandise on hand in anticipation of an active holiday trade, and orders are being placed with this end in view. All such business as a matter of fact has to be placed in advance, with the result the factories producing flint lines are at this time about as busy as they will be during the remainder of the year. Buyers are showing considerable interest in the different blown lines, and these are in very popular demand. Orders for the entire line are good, and volume is reasonably heavy. Decorated blown and stem ware is in excellent request, and buyers are of the opinion this line will prove one of the most active sellers during the forthcoming holiday season. Specialty lines are also in excellent request. Department store buyers, gift shop owners and even jobbers are showing much interest in these features this season, with the result decorators are busier now than at any time during the year. Colored glass plates are in very heavy request, according to reports heard here this week, and all factories producing this specialty have heavy orders on hand. Portables are in seasonable request, and the entire line is in good movement. Specifications are larger than those received during the past months.

Announcement is expected to be made during the next few weeks of the sale to new interests of the plant and equipment of the Davies Glass Manufacturing Co., Martins Ferry, O. Within the last few days this factory has been inspected by two different interests, one party being from this district and another from the western territory. The Davies Co. is now in bankruptcy, and although the factory is new, it was operated only a short time before it faced financial difficulties. It may follow that the factory will be first leased with an option of purchase attached to the lease. The factory is modernly equipped for the production of the entire flint line. Discussions relative to the lease and ultimate sale of the property were still in progress this week, it is announced.

The Moonglow Cut Glass Co., recently formed at Lancaster, O., is now on a production basis, and shipments are going forward. The company is buying blanks and then cutting the stock. Such items as tumblers, sherbets, pitchers, flower vases and flat ware are being especially featured by this new interest. The factory has only recently been placed on a production basis, and in addition to staple cuttings being featured, many exclusive designs are being included in the line.

Glass salesmen report that the Ross chain of Department stores is being increased rapidly, and that that two additional stores have been acquired. Controlling interest in the Klein, Heffelman Zollars Co., Canton, O., has been taken over by this syndicate, while the company has also just opened a new store at South Bethlehem, Pa. It is said that the same character of stocks will be featured in the new stores as in all other Ross holdings.

Within a few weeks all buildings recently destroyed by fire at the plant of the Charles Boldt Glass Co., Huntington, W. Va., will have been replaced with larger structures. Production of a general line of containers continues at this factory, although the company has been put to more or less inconvenience because of the lack of warehouse space.

During a "Demonstration Week" featured by the Boston Store, Milwaukee, Wis., an interesting display was that made by the Classique Co., which was a very complete exposition of the manufacturing of lamps. Various steps in the production of portables were shown, including bases and also shades. The features were arranged throughout the store by William E. Gillies, and as a result there was a decided increase in the number of store visitors during the week, which also resulted in increased sales. In addition to proving an excellent sales promotion idea, the feature had an educational value. Over 50 exhibits were featured during the week.

A. E. Troutman & Co., Uniontown, Pa., a well known buyer of glassware and dinnerware, has acquired the controlling interest in the Wright-Metzler Co., department store at Connellsville, Pa. The Connellsville store will be continued under its former name. The business was established 21 years ago. The store will be under the management of J. L. Cote, president of the new company.

Colored glass plates, a specialty introduced to the trade not so long ago, are in very excellent demand this season. Producers declare the entire line is selling well, and that jobbers have been "pushing" the specialty. Department store buyers have also shown keen interest in all sizes and colors, with the result factories listing the item have been unusually busy in its production.

(Continued on page 30)

FRENCH NARCISSUS BULBS

TRUE PAPER WHITE GRANDIFLORA



BULB GROWERS

For Growing in Bowls with Water, **per 1,000——**

First size Bulbs, 13 ctm., packed 1250 to case **$19.00**

Mammoth Bulbs, 14 ctm., packed 1000 to case **$22.00**

F. O. B. New York, now ready for delivery.

INCREASE YOUR BULB BOWL SALES
A few bulbs at two cents each sold with a bowl, add fifty cents to the retail price of the bowl.

Send for Complete Catalog of all Seasonable Bulbs and Accessories

F. RYNVELD & SONS
352 GREENWICH ST., NEW YORK CITY

"Dandy-Line" Yellow BOWL SETS

3 - 4 - 5 - 6 - 7 Piece. Acknowledged the best made. Largest selling sets on the market. Why? Let us tell you.



The BRUSH-McCOY POTTERY CO.
ZANESVILLE, O.
N. Y. Office—Cox & Co. 120 5th Ave.

TELEPHONE WORTH 3110

Williamsburgh Flint Glass Co.
290 Broadway
New York

Manufacturers of

Lamp Chimneys **Lamps**
Shades **Lantern Globes**
Towel Bars

Linings for Mounting Made to Order

Private Mould Work



Our No. 39 Breakfast Set

Consists of 39 pieces as follows: 6 each, grape fruit or oatmeal dishes, cups and saucers, 9 in. plates, 6 in. plates (bread and butters) 9 oz. goblets, 1 sugar and cream set, 1 10½ in. service or cake plate. Made in crystal, amber, green and blue glass.

Also suitable for luncheons and teas. Just the item you need to liven up sales. Going well wherever shown.

WRITE US FOR PRICES

Westmoreland Glass Co.
Grapeville, Pa.

Representatives

NEW YORK
H. C. Gray Co., 200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt, 41 Pearl Street

Traveling Representatives
R. B. Reineck, 1422 E. Marquette Rd.
CHICAGO
W. R. Renouf, EAST LIVERPOOL

PHILADELPHIA
Fred Stott, 1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros., 718 Mission Street

LOS ANGELES
Himmelstern Bros., 643 S. Olive Street

SEATTLE, WASH.
Himmelstern Bros., Terminal Sales Bldg.



WHAT THE POTTERIES ARE DOING



BECAUSE of the season, the peak demand for dinnerware is now at hand. Records of all plants in the western pottery district disclose the fact that September shipments were the heaviest of any month of the current year, and that shipping for the first three weeks of October give indications that the September record will be exceeded. There is no question about the volume of business that will go forward from the district for November, which manufacturers are looking forward to being the heaviest month of the entire year. Considerable business for November delivery is being received by all the dinnerware manufacturers in this territory. Factories have sufficient October business in hand to keep going steadily, and for some time past orders calling for November delivery have been in rather active receipt. Buyers are being held down in some instances by those in charge of merchandising departments, but still there is an increase over the volume that was formerly specified. This indicates that buyers are being given a little more latitude, and that they are governing themselves accordingly. Demand for open stock patterns is now the best of the year. Complete stocks are desired for the holiday trade. During the summer the department stores have been carrying short stocks, and were active in ordering matchings. The situation has been changed much during the last few weeks. Dinner sets are in more active movement. Mail order houses, and the larger furniture houses have been quite active in the market of late, considering the apathy displayed by these interests during the summer period. White ware is also in better demand, especially among the jobbing trade.

Considerable interest is being manifested among the generalware pottery manufacturers at large over the intent of some United States Senators to launch a campaign against a lowering of the tariff on imported clays. Senators from several southern states have openly announced their intent to oppose any reduction in existing tariff schedules, while a number of western Senators are lining up with those from the south in an effort to protect the western clay interests from undue reductions in the existing schedules. From the west comes the story that it is proposed to protect the California clay shippers, while from the south, comes the same report concerning the clay interests in Kentucky, the Carolinas, Georgia, Alabama, Tennessee and Florida. A nominal amount of English china and ball clay is used by the American pottery industry, although quite a number of American pottery manufacturers are now using an exclusive American body.

Private advises received in the East Liverpool district from the English pottery centers complain of the scarcity of business among the plants there, and of the short time schedules the pottery employes are subjected to. These reports declare that nearly 50 per cent of the English pottery industry is working on short time schedules. It is also reported from the same source that "Far too many pottery workers are 'on the dole'" and that the English pottery industry as a whole has had to face increasing competition from countries where cost of production are considerably lower than costs in the English plants.

It is considered very probable here that the United States Potters' Association will join with other allied industries in an effort to keep the Department of Ceramics as it is now affiliated with the United States Bureau of Mines intact. The suggestion that has been put forward that Bureau of Standards be placed under the wing of the Department of Commerce does not meet with wholehearted approval hereabouts. For many years the American pottery industry has been working hand in glove with the Ceramic Department of the Bureau of Standards, and to detract from the activity of the department in any way is being frowned upon in many quarters.

While quite a number of new dinner shapes will be issued by the dinnerware manufacturers this fall, very few of them will be offered for shipment before the first quarter of the new year. Present patterns are pretty well established with the distributors, and to supplant current shapes with new ones at the height of the retail season is not considered good business judgment by the producers. Then again, those who are planning to feature new shapes are not in a position to put out decorated ware just at this time for the fall trade because of the non-delivery of their editions of "decals." Old shapes will continue to be featured in all but a few instances until the opening of the new year, although orders for first quarter delivery are being booked by some producers on new shapes and decorations.

Within the next few weeks the new plant of the Steubenville (O.) Pottery Co., east of Steubenville, will be in full operation. The plant has been practically completed, and gradually one department after the other will be placed in operation. This new plant is one of the most modernly constructed in recent years, the most up-to-date mechanical equipment having been installed, with the lone exception of tunnel kilns.

Official announcement has been made here of a meeting at Lord Hall, Ohio State University Campus, Columbus, O., Nov. 20th of the Ohio Ceramic Industries Association. This Association is one of the youngest

(Continued on page 30)

TEA SETS *for* TOP SALES

This is another Mueller achievement. It proves that specialized knowledge can be applied to a popular low-priced item, like a tea set, and transform it into a thing of beauty. Decoration in Delft Blue or Foliage Green.



WINTERLING makes this splendid ware in his Bavarian potteries. We know it is so high in value and low in price that it is good all year 'round.

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH AND SIXTH FLOORS, 49-51 W. 23RD STREET, NEW YORK CITY

Chicago Permanent Showrooms—130 N. State St. Also Amer. Furniture Mart, Sec. A-8, 2nd floor. Eugene Blum and John H. Ling in charge.

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

LET US TALK TO YOU ABOUT YOUR ADVERTISING.

ROBERT RAWSTHORNE COMPANY

ARTISTS : PHOTOGRAPHERS : ENGRAVERS
PRODUCERS OF DISTINCTIVE ADVERTISING

"Pittsburgh's Complete Advertising Service"

HEEREN BUILDING AT EIGHTH AND PENN

PITTSBURGH, PA.

"Princess Dinnerware"



Illustrating our No. 306 Open Stock Patterns. One of many "live sellers," shown on the attractive "New Princess Shape."

The Smith-Phillips China Co.

EAST LIVERPOOL OHIO

J. W. Mackey, *Sales Manager*

Eastern Representatives

PHILLIPS, THISTLE & SMITH, INC.

1107 BROADWAY, NEW YORK

What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

New Liberty Factory Opens at Egg Harbor, New Jersey

A $100,000 addition to their factory has just been completed by the Liberty Works at Egg Harbor, N. J. The new addition makes this concern the largest glass factory, making tableware, in the Eastern district, it is stated. Here they are pouring their own glass, both blown and pressed. In addition they have one of the largest decorating lehrs in the country and they do all their own decorating. The Liberty Works are represented in New York by David L. and Charles L. Wise at 10 W. 23rd St., where a lavish display of attractive new samples is to be seen. One interesting number is a popular priced refreshment set consisting of a covered jug and six glasses. These are in optic, solid colors as well innovation crackled effect in crystal and colors. Green and amber are the colors used as well as iridescent lustre and "Frostina," a frosted effect slightly tinted shading lighter from base to top. There is also another group banded with color at base and collar and with colored cover. Salad plates, to meet the popular demand are in round and octagonal shape. They are in green, amber and lustre, with cuttings, in solid colors with tiny black bands also with gold band and gold hair line. These are simple yet effective. A general line of fancy table and decorative ware includes, bowls, comports, crackers and cheese, candy boxes, etc. These are charmingly decorated with bands and cuttings. Some are in solid colors with gold bands, some with wide black bands with white gold festoon decoration and white gold edge. There are also several numbers in solid colors with the same delicately graceful festooning in black. The colors are soft tones of green and yellow, and vivid tangerine. Many additions to this line are coming in all the time and it is anticipated that a tremendous display, made and decorated completely in the factory at Egg Harbor will be shown at the Pittsburgh show under the personal supervision of Charles Wise.

New Glassware from Bonita Art Glass Co.

The Bonita Art Glass Co., Huntington, W. Va., are introducing beautiful new numbers in decorated glassware which is on display in the showrooms of Cox & Co., 120 Fifth Ave., New York. The "Huntington" is the latest and most notable design. Made in a full line of fancy ware, it consists of a deep sky blue border with gold decoration and enameled flowers with white petals and orange centers. Each flower forms the center of a gold medallion in a wing-like, leafy arrangement. It is most effective, combining as it does, richness and delicate grace. Th line includes bowls, comports, low and high foot, crack and covered cheese box, salad plates and loaf sugar s consisting of tray with creamer in center set in a speci rim which separates it from the sugar.

New Designs on Ivory Bodied Earthenwar Imported by Paul A. Straub & Co.

Paul A. Straub & Co., 105 Fifth Ave., New York, showing four charming patterns, under glaze, on ivor body earthenware from the factories of Villeroy Boch. Two of these decorations are on the Albany shap which has a band of embossed fluting occupying most o the rim. One has a one-half inch band in a soft gree Greek key design on the edge of the rim outside the flu ing with a tiny band of conventional type in the sam shade just inside the fluted band. The center moti consists of an urn filled with gay flowers, in soft shade yellow and pink roses, and blue starry flowers with tin yellow and red centers, yellow daisies, and cosmos wit green leaves. This design is called the "Lafayette." O the same shape is shown the "Aiglon" pattern in whic blue is the predominating color. A laurel wreath banc in blue, occupies the outer half inch space on the rim just outside of the embossed band. This wreath is in terspersed with small medallions in blue and yellow. A tiny blue running band of bell shaped flowers, broken b tiny yellow medallions borders the inside of the flute band. A tall graceful urn in the same blue, and fille with a mass of yellow flowers and foliage graces the cente of the plate. The two other decorations are of an entirel different character on a new "Calais" shape. This shap has the rim raised at intervals giving the effect of a wid scallop. The rim is slightly rolled at the edge giving a effect entirely unique and distinctive. One decoration called "Fleurs de Montclair" is comprised of three larg sprays of flowers all different, alternating with smalle sprays. The colors are soft blue with touches of red Flowers are bold, tulips, canterbury, bells, and chrysan themums, mingled with smaller blossoms. Three larg flowers in the same rich colors are worked into a cente spray. On the same shape the Rouen pattern is mos effective with red as the predominating color. Thre sprays of deep toned blossoms with other blue buds an green leaves and touches of yellow alternate with smalle sprays of yellow and orange flowers. The center decora tion combines the same richly hued blossoms with a tre hung with exotic fruit and leaves, among which perch two large birds. These four new patterns are beautifully distinctive decorations being of exceptional charm and shown to advantage on the graceful shapes.

MERCER HOTEL WARE

A Unique Product

Announcing

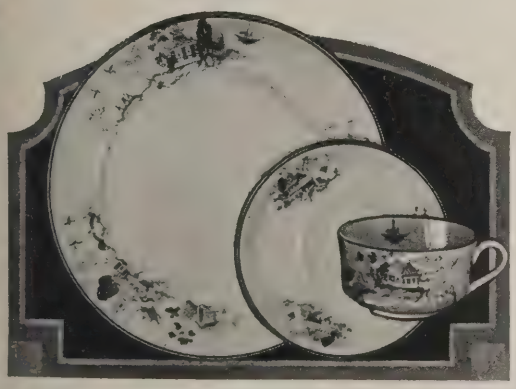
6 NEW PATTERNS
in Brilliant Colors

NOW READY FOR FALL SHIPMENT

Write for samples

MERCER POTTERY COMPANY
TRENTON NEW JERSEY

National Quality

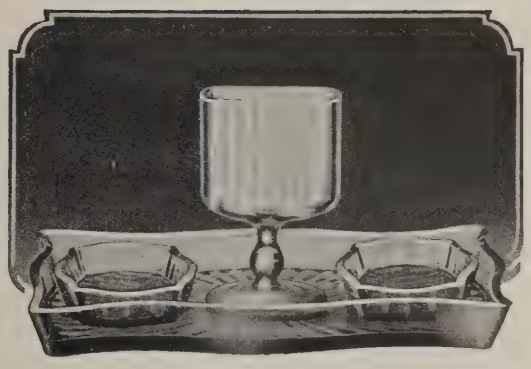


Willowbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

D. King Irwin, 200 Fifth Avenue, New York
F. A. Miner, 5 Prospect St., Rochester, N. Y.
E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
E. E. Wilgus, Rms. 301-4, [illegible] St Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio



THE NO. 149 "ALLAH"

Big Value Cigarette Smoker's Set

A FOUR-PIECE smoker's set consisting of large glass tray, two smaller ash trays and an artistic holder in which a package of any popular cigarettes just fits. Made of beautiful clear pot glass fire polished, in crystal, green, amber and amethyst, to retail at $1.00 a set. This is the sort of value the public is looking for now, so place your order early for this gift and holiday item.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

THE Autumn newlyweds have plenty of scope in which to choose appropriate articles for the new home in the splendid assortment of glassware and housefurnishings shown in New York department stores and shops devoted to these utilities. Special interest and care have been exercised on the part of the executives in these departments in displaying in the most attractive manner all the newest glassware household articles and up-to-date electrical devices, which have their own tables and counters featuring the most recent appliances. Competent demonstrators are giving daily lessons in the use of washing machines and sweepers, and also in the cleaning powder and polishing departments, instructions are being given for those who are not proficient in the use of these necessary cleansers. Recent brides are being catered to by the shops in every way, in order to make the shopping day a looked for pleasure, instead of a day of dissatisfaction and worry.

Some especially enticing porcelain dinner sets at remarkably moderate prices are being shown at Gimbel Brothers, in the china shop. These beautiful sets are open stock patterns on ivory, one with rose and foliage pattern, and another with rose and blue against the soft ivory background of the body, and still another in ivory with ochre and black. The price for 100 pieces to serve twelve persons is $49.50 and the set of 51 pieces to serve six is priced at $25.00. The shapes are unique and exceedingly well adapted to the latest table linen which may be in color or plain white. These sets reiterate the Gimbel offerings, and are pronounced values of fetching designs and coloring.

Gift suggestions are well covered in the large assortment of novelties, and practical tokens displayed by Ovington, "The Gift House of Fifth Avenue." American and European wares, from many countries, England, France, Italy, Sweden and Slovakia are distinctive among the interesting assemblage of pottery, porcelain and glassware shown. Choice table crystal, with rich gold bands; lovely Italian pottery candlesticks priced at $12.00 and center bowl at $15.00; Venetian glass candlesticks and bowl, showing the beauty of this glassware in its fanciful and delicate decoration, are among the attractive sets to glorify the festive board. English breakfast sets, with lattice border in green and floral center, complete set at $22.50; Wedgwood with scalloped edge and flower basket center, and a gay floral design, sturdy and appropriate for any occasion; Royal Crown Worcester, envied by the most aspiring hostess, with the famous cornucopia pattern, decorated in rich blue and gold, priced for 103 pieces at $165.00 and 55 pieces at $105.00 unite in adding unique and delightful representations from the countries which are well known for producing the highest types of art and useful wares. Bohemian ruby crystal service, place plates, dinner sets, refreshment sets and other useful objects are also among the compelling gifts artistically featured in the plentifully stocked Ovington departments.

Spear's has an attractive assemblage of housewares and glass specials which are inducements for the new home. Sewing machines, at $49.95, portable electric type, attachment to screw into any socket, and other machines at $59.95, and many desirable household articles including porcelain top tables at $7.95, sweepers at $3.95; tables, unfinished, at $8.95; stainless cutlery in sets with ivoroid handles, at $3.95 a set; electric toasters, nickeled-plated at $2,95; electric heaters, for the first days of autumn, at $3.95; with aluminum sets of 12 pieces, perfect and of large size, at $24.95, and vacuum sweepers at $39.50, speak for themselves in fine manufacture and efficiency. In the beautiful stemware displayed of thin blown glass, thirty pieces in the set, at $12.95, consisting of 6 goblets, 6 cocktails, 6 ice-teas, 6 seltzers and colored sippers, there is excellent value in this attractive table glassware.

Lamps have a corner in every home, from the modest hamlet to the more palatial residence. New style luminators creep into their respective places without even asking whether they may make the stand or not, for they know they are the most welcome of room accessories. Ludwig Bauman & Co. has assembled a beautiful collection of bridge and floor lamps, torcheres, table and desk lamps at popular prices. These include many models of walnut or mahogany with gold decorations and metal bases, plated gold, silver or bronze adorned with handsome georgette shades, lined and interlined and well tailored. Wrought iron bridge lamps at $2.49 to $29.95 and floor lamps at from $11.74 to $29.95 are in this group. More expensive lamps are shown in the sale to gratify the taste for elaborate decorations and finish, at reduced prices.

In the extensive department devoted to china, glass, lamps and housewares, James McCreery & Co. is featuring some tempting values in late patterns in glassware, china and fascinating new lamp models. In the housefurnishing section, there is also a large variety of specially priced household articles. Among the fascinating table services is an exquisite set of fine china in open stock, in the delightful Montreux pattern, priced at $225, and fine glassware in the Van Dyke pattern, open stock, hand made glass, in the latest shapes at $90.00 a dozen. In the lamp division, one of the junior lamps is particularly

(Continued on page 30)

ARTISTIC 15331 PIECES



Pictured above are cheese and cracker set, lily vase, high foot comport, dahlia vase, fruit bowl and salad plate. These are typical of the spiral optic 15331 line, available in green, amber and canary. Write for illustrations and prices.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.



Pattern D 44

"Satisfied Customers Keep Us Busy"

CROOKSVILLE CHINA CO
U. S. A.

The Crooksville China Co.

CROOKSVILLE, OHIO

Main Office and Factory

EASTERN REPRESENTATIVE
Harry J. Bennett
Crooksville, O.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
531 Palmer House
J. E. Boring
Representative



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives:

New York
Paul Joseph,
200 Fifth Avenue

Boston
Murt Wallace,
157 Summer St.

Chicago
W. B. Andrews,
30 E. Randolph St.

Philadelphia
Joseph Tomkinson,
1104 Arch St.

San Francisco
Marsh & Kidd,
617 Mission St.

Baltimore
Harry T. Thomas & Co.,
29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

A NEW merchandising event was presented this week by Marshall Field & Co., called "Basement Promotion Week." Its purpose is to promote the basement a-whole-store-in-itself idea. The basement is equipped to supply a large range of dependable merchandise at low prices. During the sale every section of the basement will offer exceptional bargains.

The Davis Co. held a three-day Dinnerware Sale this week. During the sale 20 per cent reduction was given on all open stock chinaware. Large assortments and attractive patterns were offered, including Theo. Haviland, French, Bavarian, and Nippon china and English and American ware. One hundred piece dinner sets decorated with blue or gold lines were featured at $17.97 and 100 piece French china sets at $48.50.

The Boston Store offered many bargains in housewares and dinner sets. Hundred piece transparent Bavarian china dinner sets of fancy shapes and gold line decorated with Dresden flower buds were offered at $24.95 and 85 piece sets, Victory shape decorated with fancy medallio and blue line, at $9.95. Priced at about half were, 9,85 pieces of seamless porcelain white enamelware, offered i three lots at 48c, 68c, and 98c.

There was a meeting of the Glass, Pottery, Lamp an Housefurnishing Association on Friday of last week a the Hamilton Club. Advertising of the Market Event t be held in the local showrooms the first two weeks i February was discussed, and the publicity committee in structed to proceed with plans along lines similar to thos employed for the market event a year ago. Twelve mem bers were in attendance.

Majestic Lamp & Shade Co., 1044 W. Van Buren St Chicago, was incorporated with a capital of $200,00 They own and operate a general business for the produc tion and sale of lamps, shades and lighting fixtures. In corporators: A. E. Brosilow, E. F. Wambold and E. A Ginter.

The F. W. Woolworth Co. has leased the store at 630 W. 22nd St., for twenty years and three months at term rental of $90,000. The store at 5838 West Chicag Ave. has been leased for a term rental of $87,000, risin from $3,600 annually to $4,800 annually.

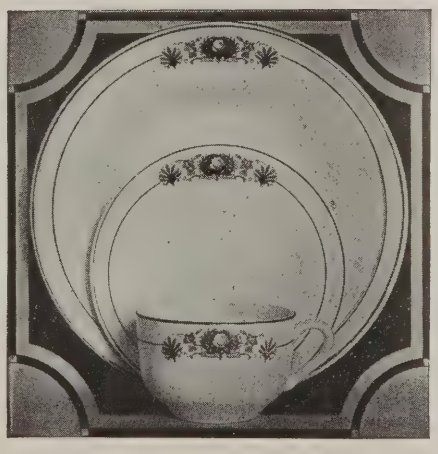
Chan Aluminum Co., Inc., 110 So. Dearborn St., Chi cago, was incorporated by John Paquette, Franklin A Hahn, and A. T. Channell, with a capital of $5,00 They manufacture and sell aluminum goods, compounds colorings, and chemicals.

Kimble Glass Co., an Illinois corporation, has increase its capital stock from $300,000 to $1,200,000.

R. A. Brown, of New York, was appointed advertisin manager for all of Montgomery Ward and Company' seven retail stores last week and will have entire charg of the company's retail advertising, making his head quarters in Chicago.

Ira Krupnick, vice-president of Albert Pick & Co., i now in New York in connection with the amalgamatio of Albert Pick & Co., and L. Barth & Son.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

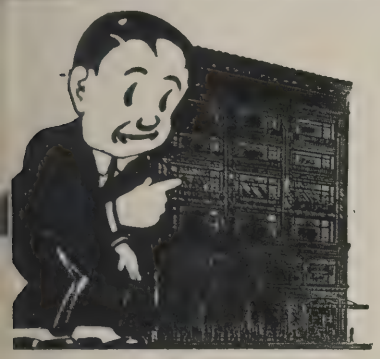
1751 West 74th Street CHICAGO

Phone Triangle 1000

CHICAGO

READY TO SERVE BUYERS OF

CHINA-GLASSWARE-LAMPS-HOUSEFURNISHINGS GIFT SHOP & ART GOODS-DOLLS & TOYS



THE SHOPS BUILDING

17 N. Wabash Ave.

Buyers are urged to inspect these lines

ELM & SOUKUP

Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

M. MEDER CO.

Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

ROSENBERG & LURIE

178 W. Jackson Blvd.

Phone Wabash 6589



Visit the Palmer House

Albright China Co., Room 25

Fine Dinnerware and Fancy China.
I. E. Mincks, Sect'y and Manager.
W. T. Darden, Mgr. Sales,

Phone, Dearborn 4700

A few words in this space will bring in many dollars

Phone Wabash 860

TO LET

Why not Move In?

Rent at Pre-War Level

Phone Wabash 860

THE UNITED STATES GLASS CO.

30 E. Randolph Street
F. T. Renshaw, Chicago Representative

OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

FOSTORIA GLASS CO.

Chicago Display, 806-7-8 Masonic Temple

Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.

Harry G. Dalzell
Phone
Central 3497

IRA A. JONES CO.

9 North Wabash Avenue

Representing:

Pope-Gosser China Co.
Seneca Glass Co.
Susquehanna Cut Glass
National Glass Novelty Co.
Quaker City Cut Glass Co.
Coshocton Glass Corp.
H. E. Rainaud Co.
Shepherd Co.
Wood-Art Co.
Burke Studios
Haven Company

EARL W. NEWTON AND ASSOCIATES

IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.

9 North Wabash Ave. Phone: Central 3236

THIS SPACE Is For Rent

Low Rate
Splendid Location

MAKE THIS SPACE Sell Goods For You

For Rates

PHONE WABASH 860

THE SEBRING POTTERY CO.

SEBRING, OHIO

CHAS. L. SEBRING, *President*

W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 860 for rates.



W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMEN WANTED

COMMISSION SALESMEN—Manufacturers of encrusted, decorated table and fancy glassware want salesmen, calling on Department, Furniture and other quantity trade, beginning Jan. 1, 1926. Samples now ready. All territories open; only those with established trade considered. Communications confidential; give full information in first lettter. Reply to Box No. 503, care of CROCKERY & GLASS JOURNAL.

SALESMEN WANTED—With thorough knowledge of Foreign and Domestic Dinnerware. Eastern Pennsylvania and Southern Territories open. State previous experience and give references. Fisher Bruce and Company, Philadelphia, Penna.

RETAIL SALESMAN WANTED

WANTED for high class Fifth Avenue retail shop, experienced china and glass salesman. Man of good appearance and address. Davis Collamore & Co., 595 Fifth Ave., New York City.

Merchandising News

(Continued from page 26)

noticeable for its charm of construction and finish. This lamp has a metal staff in colored tones of blue, rose and ivory combined with black. The base is onyx. The attractive oval shaped shade which adorns this lamp is of georgette trimmed with braid corresponding in colors with the lamp shaft. This handsome lamp comes complete at $100.00. Refrigerators, including the newest electric model, with a full assortment of up-to-date electric devices, enameled, aluminum and wooden ware, together with the extensive assortment of the necessary culinary small wares name a few of conspicuously displayed articles in the spacious housewares sections of the sixth floor.

What the Potteries Are Doing

(Continued from page 22)

of its character in the United States. The official program is expected to be issued within the next fortnight. The Association put forth much effort to have a ceramic course established in the East Liverpool High School, and similar effort is now being made to have a similar course added to the curriculum of the Zanesville (O.) High School.

Active production is now the general rule at all plants of the Homer Laughlin China Co., which operates plants in this city and also at Newell, W. Va. The new No. 6 plant of this company, in which tunnel kilns are in use, production schedules have been well maintained throughout the entire year. All dinner shapes of this company are in active request, and the present business outlook seems to indicate that production schedules will be w maintained for many months to come.

Information has been received here that the Wing Pottery Co. has been formed at Chicago, Ill., with a c ital stock of $50,000. No announcement has been m as yet as to the character of product the concern will p duce.

Statement has been made by the management of t Southern Potteries Co., Erwin, Tenn., that an avera of over a car of ware a day was shipped from that pl during August, the record showing a shipment of 31 ca This factory is under the management of Charles Foreman, who also recently assumed the management the plants of the Owen China Co., at Minerva, O.

Bureau of Standards Studies Crazing

Twenty-four samples of semi-vitreous dinnerware ha been given a microscopic examination by the Ceramic D vision of the United States Bureau of Standards at Was ington, D. C., which is conducting a crazing investigati in connection with the United States Potters' Associatio Examination results were compared with statistics on t firing conditions of the body, and while results are not positive, indications are that the amount of solution quartz and the development of mullite are dependent n only on the heat treatment in the bisque firing, but al on variations in time and temperature in firing in t glost. The record shows that all of the bodies contain mi ute bubbles, and in the higher fired bodies where low absorbtion values are noted, the bubbles are the larges Although bubbles were found in a ware showing no trac of overfiring by ordinary tests, it is believed that when t temperature is increased the bubbles become the vesicl characteristic in overfired ware. Now that the Depar ment is conducting a study in feldspar, more facts havi a relationship to the reduction of crazing possibilities semi-porcelain ware may be determined.

Glass Factory Activities

(Continued from page 20)

The Imperial Glass Co., Bellaire, O., has been inte ested in purchasing additional property in the vicinity its factory, and owned by the municipality. The propos tion is now being considered by the Bellaire City Counc and an ordinance will very likely be passed by that bo authorizing the sale to the Imperial.

The Interstate Commerce Commission has announc that proposed increased rates on glassware and glass pro ucts in carload lots produced in Oklahoma and Arkans and routed to the Mississippi and Louisiana territory ha been suspended until Dec. 19th next. The manufacture protested to the Commission the proposed increase in t freight tariff, declaring that the new proposed rates we unreasonable and not in harmony with the rates from oth glass producing centers.

Vases and handled baskets are two items that give early promise of having a rather active sale this season, according to glass salesmen. Both lines are in good request, both the plain and decorated items seemingly being in better demand this season than a year ago. The increased demand for cut flowers is said to be going hand in hand with the demand for vases and baskets. All dealers, it is declared are handling liberal stocks of these lines.

Increased sales are being reported by the managers of the glass and dinnerware departments of Pittsburgh department stores. Business is going ahead of the September sales records. Warehouse stocks are being increased in anticipation of a growing late fall and holiday trade.

Data on Returned Goods

More definite data than has been gathered hitherto on the causes, extent and results of the returned-goods evil in retail trade is expected soon as the outcome of the investigation now being carried on by the domestic commerce division of the Department of Commerce.

Among the points scheduled to be covered in the survey are:

First—Data as to kind of merchandise most frequently returned.

Second—Cost of returned-goods evil to retailer.

Third—Proportion of returned goods to net sales in various lines.

Fourth—Consumer's attitude.

Fifth—Value to store of a return-goods policy.

Sixth—Time limits, exclusion of certain merchandise, etc.

These are but a few of the angles on which the division is not actively at work, according to A. Heath Onthank.

The purpose of the report, it is declared, will be simply to give to the retail trade the advantage of definite and dependable data which may serve as a basis for the development of retail policy in the possible formulation of rules and regulations to control this evil.

The domestic commerce division, it is pointed out, does not assume the privilege of suggesting what this action shall be, nor in any way to control retail policies, and for this reason its report will be couched in impartial tones and confined to a simple declaration of facts and figures as ascertained.

Retail associations and organizations in twenty-five different cities are cooperating with the division in gathering the information. The division has mailed to them questionnaires through which they can ascertain the opinion and experience of their own members, and likewise obtain the experience and opinion of one hundred representative consumers, to get the other side of the picture. The questionnaire to consumers are being mailed to both men and women, in the proportion of one to three, since, it is pointed out, women do the bulk of the retail purchasing in the United States.

MINPRO NO. 1 FELDSPAR

Originates in North Carolina, the most important producing section as will be noted from the comparative tonnage figures given below. By securing our spar from this state we are able to supply our customers with a spar unexcelled in uniformity and high quality.

California	8,000	Long Tons
Connecticut	6,500	
Maine	29,900	
Maryland	4,800	
New Hampshire	24,400	
New York	13,800	
NORTH CAROLINA	**96,000**	
Pennsylvania	1,400	
Undistributed	3,600	

Ask us to submit samples and analyses

The ROESSLER & HASSLACHER CHEMICAL CO.
NEW YORK

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

AMERICAN BUYING OFFICE IN GREAT BRITAIN

Specializing In

Pottery and Kindred Classes of Merchandise

A reliable service to Buying Departments of non-competitive American Importers of General Merchandise (Wholesale or Retail) including packing, forwarding, shipping, consular, insurance, banking and general commission agent.

The service does something more than pay for itself, otherwise it could not remain in existence

You are invited to make this office a sub-branch of your buying division

References gladly exchanged

JOHN TAYLOR

WHARF STREET, STOKE-ON-TRENT, ENGLAND

Manager. J. Fielding Taylor, Member North Staffs. Chamber of Commerce
Bankers: District Bank Ltd., Spring Gardens, Manchester
Cable address: "Taylorient, Stoke-on-Trent"

Adopt No Sale Policy

The Pickens-Preston store, Denver, Colo., has swung over to a rigid no-sale policy, and after going through a regular clearance period this way, likes it.

The nearest thing to a bargain sale on the merchandise calendar of the store today is in the final disposal of the ultimate odds and ends of stock. This is offered, not in regular advertising, but by mail to a selected list of customers whose accounts show that they respond principally to bargain offerings.

In this manner the store keeps its prices stabilized, and finds that sales volume runs along smoothly, even when competitors are cutting prices.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and House-
wares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
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AS THE EDITOR SEES IT

Danger Signals Wanting in Present Trade Upturn

Lacking evidence of overbuying of goods and a rapid inflation of prices, the business advance, which has become more widespread, continues, according to R. G. Dun and Company's weekly review of business.

"The possibility of a sudden reaction," says this trade authority, "is being minimized by the avoidance of speculative excesses in trade. There is a buoyant tone to dispatches from different sections of the country, the more even geographical distribution of activity being a gratifying feature, and the loading of more than a million cars with freight during each of the last four weeks shows plainly that the movement of merchandise is unprecedented. Reflecting this condition, railroad earnings are increasing steadily, while financial statements of industrial corporations for nine months of this year disclose much better results than were recorded in 1924. The margin of profit in some channels remains narrow, but in steel markets, where low prices have been the chief cause for complaint among sellers, more definite signs of an upward turn are beginning to be seen. The position of producers in that important line has been further strengthened by the placing of sizable orders for rails, rolling stock and other equipment, and these and prospective contracts foreshadow active operations at mills throughout the winter. The rate of output at textile plants, moreover, is rising, except in parts of the South where drought has necessitated curtailment, and the largest units of woolen goods manufacture are more fully engaged than for a long time."

Bradstreet's sees a more uniform advance in general business this week than in previous week, due largely to colder weather, which has stimulated activity in the retail field, with the result that retail, wholesale and producing trades all show about the same degree of activity.

"Taken as a whole," says this review, "the week has seen rather more optimism expressed than for a while past, this feeling being rather strengthened by continued enormous stock dealings and the advance of price averages to new high levels.

"In the iron and steel industry, output of steel has increased and now ranges between 70 and 80 per cent in various centers, with some instances cited of full twenty-four hour operation of mills hitherto running less actively. A good deal has been printed about large buying of steel rails by leading railroads, and large purchases of locomotives by several leading systems seem to be confirmed.

"In the cotton goods trade, the nervousness engendered by the approach of another crop prediction is said to have held up operations by buyers and sellers alike, but it is noted that a big business was placed before the recent break in cotton, and low water in Southern streams, has continued to curtail production by from one to two days per week in wide areas.

"Lumber trade reports are of increases over last week and this week a year ago, and for the year to date production is 5.5 per cent and orders 6.5 per cent ahead of 1924. In furniture, manufacturers of lower-priced grades are reported active."

Merchants Light Street

An advertising enterprise carried cooperatively by the merchants is the electric illumination of Third Street, Portland, Ore., a community move which has been carried on successfully for eleven years and has enabled the street to hold its prestige among the other leading thoroughfares of the business district.

Advertising is cumulative, whether it be by light or ink. This is the experience of Third Street. Now, after eleven years, the results are clearly apparent. To see what illumination has done for this street, all that is needed is to compare it with its neighboring streets. Third Street remains active, alert. It is well-traveled, both by pedestrians and vehicles. Its business places are bright and attractive. In contrast with this is the condition of the two parallel streets on either side, Second Street and Fourth Street.

The illumination of the street, to begin with, was a fighting measure. Portland's business zone had started to move west. Seventh Street, four blocks to the west, had stepped out and trimmed its lamps and kept them brightly burning. As a result, the tide of business began to flow that way. Third Street felt itself slipping. It determined to light up, in competition with Seventh Street, or Broadway, as it is known. Not only had Third Street held its own; it has gained. Because of the enterprise shown by the street's merchants and property owners in the illumination move, the municipal auditorium, Portland's finest public building, was located on Third Street, which was a triumph for this district over the streets to the west.

The illumination of Third Street costs $6,700 per year, and merchants of the row appraise the benefits received at several times this sum. To meet this cost frontage is charged 14 cents per foot monthly by the Northwestern Electric Co., which provides the current. The bill is paid either by the property owner or by the lessee, under agreement of lease. All this is entirely voluntary. At the time the enterprise was undertaken there was no controlling city ordinance such as now, which provides that two-thirds of the property owners can compel extra lighting, an obligatory assessment being spread to meet the cost. Hence the Third Street lighting is unique in this respect also, for it proceeds on the old plan of voluntary cooperation.

Ten blocks of the central portion of the street are lighted. Twenty great steel arches, studded with lights, span the street. There are two arches at every intersection, each spanning diagonally and intersecting dome-like. Two hundred and forty watt lights shine from each arch and at the dome of each is a 750-watt nitrogen-filled lamp. When installed in 1914, these lamps were the first of their kind to be seen on the Pacific Coast and were then the last word in street lighting. On each of the pillars that support the arches are two six-inch globes. The total current consumed is 87,500 watts per hour.

The span of the arches is eighty-two feet, each weighing five tons. Cost of the arches was $15,000, covered by contributions from the merchants and owners.

Switching on the lights was made a matter of celebration. The merchants were the hosts of the evening. Every person on the street—and there were tens of thousands—was given a blue "Third Street Booster" button. Two big bands crashed out festal music, and when at 8 o'clock the street was flooded with light cheers went up and rockets flared. The thoroughfare was dubbed the "Great Light Way." As an advertising slogan it was called "Portland's longest, widest and busiest street." At the start the electric company donated current to show its interest in the enterprise. To capture the interest of the entire city a few days before the opening night a clown on horseback traversed the principal streets, displaying banners advertising the event.

Reviewing the years in which this unique advertising experiment has been in effect, Ira F. Powers, one of the principal Third Street merchants, said: "As an advertisement, it has been worth all the initial cost and upkeep. Just how much benefit we have derived in dollars and cents, I could not calculate. I know that if the light were turned off, we would very soon notice the difference. Trying to estimate the advertising value of street light is about the same proposition as trying to estimate the value of show windows. What merchant would dispense with his show windows? Good lighting of the street is just as important."

Alec Miller, head of Miller Clothing Co., makes the assertion: "Light is sentimental. But its practical value lies in the fact that it is sentimental. Peaople like light and would rather frequent a well-lighted street than a dark one. Consequently we reap the benefit. I contend that it is always a good thing to make light in the dark places."

The fact that the stores do not keep open in the evenings does not detract from the benefits received from the light, merchants claim. "We do not have to stay open to reap the effect," they say. "People walk along our street at night, study our show windows and know what merchandise values we are offering. Then we get their trade daytimes. Another thing, every stranger comments upon the brilliant spectacle of Third Street at night. If Third Street were dark it would be as dead to retail business as is the wholesale district or the produce commission section."

Dollar Buys 64.1 Cents Pre-War

Prof. Irving Fisher of Yale University announced that last week's prices averaged 156.1 per cent of the pre-war level. The purchasing power of the dollar was 64.1 pre war cents.

Crump's index number was 150.1.

Italian index last week 673.1.

Index number for the last five weeks follow:

	Fisher.	Crump.
October 25	156.1	150 1
October 18	156.5	149.9
October 12	156.1	151.0
October 4	157.0	150.9
September 27	158.3	151.2



Keeping Pace With the Demand For Lamps

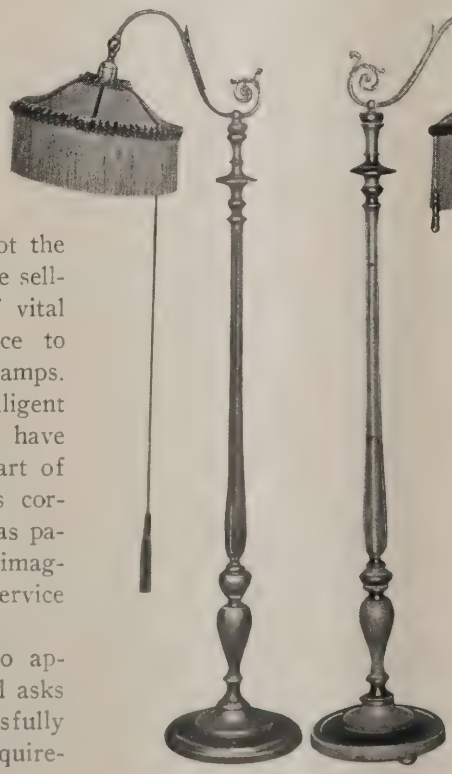


By Louis Hoenig

NOT very many years ago the average home contained one or two lamps. But the past few years have wrought many changes and one of them is an increasing demand for lamps in the home. The home that previously sheltered a lamp or two is now resplendent with many multi-colored lamps that shed delicate hues and add tone and splendor. Beautiful floor lamps, scintillating table lamps, charming boudoir lamps and bed lights, and aristocratic wall sconces, have all found their way into the home. The day of lamps has arrived! Sheer beauty together with utilitarian value have been the cause. Beauty and utility—what a sterling combination.

No wonder then that the demand for lamps has increased to such a great extent.

With the increased demand comes increased productions and with the increased production and more sources of supply to the consumer the natural result is increased competition among the retailers. This competition has been a tug-a-boo among retailers. Much of it, only imaginary, has been the cause of a battle of prices. Certainly, many retailers have met this problem with the wrong conception of it and have therefore overlooked several equally as important facts. Price alone is not the only magnet to the buyer. In the selling of lamps, these facts are of vital importance and strict adherence to them will result in more sales of lamps.



A prime requisite is intelligent salespeople, salespeople who have been thoroughly trained in the art of selling lamps, for selling lamps correctly is truly an art, inasmuch as patience, tact, a sense of beauty, imagination, and a desire to be of service are required.

An untrained salesperson who approaches a prospective buyer and asks what color she wants, is blissfully unaware of the elemental requirements necessary to open the way to a sale. The salesperson who tactfully questions the buyer as to the color of her draperies and furniture is off to a good start. A little more talk and the shape and style desired is determined. In many instances the price is secondary as the person who is shown a lamp that is appealing, and is extended intelligent and thoughtful service will purchase the lamp, regardless of price. That all lamps are of high quality is taken for granted. A merchant who attempts to sell the other kind is not trying to build a firm and lasting lamp business.

The second requisite is displays. Lamps are undeniably beautiful, but their beauty can be accentuated or dimmed, according to the way they are displayed.

In the department separate sections of boudoir, table, and floor lamps, makes for a more orderly arrangement, and facilitates matters in selling them. A separate section of metal lamps, which are now so much in favor, is also advisable as mixing them with others detract from both. Crowded displays only bewilder the shopper, while less lamps more tastefully arranged are more compelling. Some stores have found that lamps in the china department aid the sale of not only the lamps but the china. Other stores display lamps throughout the furniture department. This serves the dual purpose of showing how the lamps look in the home, and making the furniture more attractive. Displaying lamps advantageously is not a difficult problem—a little thought and effort and the problem is solved.

In the window as in the department too many lamps lose their sales appeal. The window is a most valuable asset to the seller of lamps. The ways and means of displaying lamps in the windows are almost unlimited. However, regardless of the kind of display made, the desired result will be attained only if the fundamental principles of good taste and no overcrowding are kept in mind.

A last requisite is know the styles. Because there is a certain amount of style element present in every lamp, and styles in lamps change, and the buying public is conscious of the change, a progressive merchant must carry in stock only lamps that are in vogue. The wide-awake merchant does not carry too many lamps, but still has an assortment from which the most fastidious of the people to whom he caters, can make a selection.

Show moving lamps should be marked down and moved to make way for newer ones. The amount of mark-downs will be negligible, but the result will be a most worth-while one: an invaluable reputation for stocking only lamps that are new and fashionable and a rapid and profit making turnover.

Comments From the Wanderer

My dear Editor:

Your wandering representative discovered Chicago in the throes of building. Nearly every hotel is having an annex attached, improving its halls and lobbies, or being partly torn down, preparatory to new additions and in some cases new hotels are being built.

All this presages new equipment and some fortunate crockery and glass agents will reap the benefit, although it is uncomfortable for guests during the alteration period.

Smiling faces greet one in all the crockery and glass agency salesrooms, the reason being that September has been a good month with them.

The redoubtable Ira M. Clarke, of the New Martinsville (W. Va.) Glass Mfg. Co., was in evidence in Chicago last week. He is not usually so far from home unless he has good business reasons.

At Toledo, O., I discovered the city in the midst of a hospital drive. J. D. Robinson, head of the Libbey Glass Mfg. Co., as usual when philanthropic work is afoot, is taking the leading role. He was busy organizing teams and arranging for a "tag day" or "tag period," when everyone in Toledo will be asked to contribute their quota toward the $1,000,000 needed.

Toledo is also asking its voters to pass on a $35,000,000 bond issue.

Things looked bright and a general air of happiness seemed to pervade among the people on the street, and they seem to be carrying out the slogan which one sees everywhere: "Let's put more *do* in Tole*do*."

At Cleveland everything looks bright and cheerful, people go about with a smile and are busy.

The buyers interviewed were all most optimistic for the holiday trade and said that their stocks were moving better than they had anticipated.

The glass and china department in Kinney & Levan's was a veritable paradise of color. Goods from all corners of the earth were there vieing one with the other to catch the customer's fancy. The whole floor is bright and cheerful and above all when I saw it, was full of customers, not just "lookers."

Geo. H. Bowman Co.'s store too was most allurin One of the noticeable features was "The $1.00 Square. Here were goods all at a dollar. Tables in other parts o the store showed 50c goods, even 10c items, but every thing was done to make shopping easy for the custome

At the Hotel Statler the first thing that attracted m attention when gazing out of my window was—no n what you think, but a china display. Curiosity got th better of me so I went around to see whose it was an found a beautiful line of English china being shown b L. W. Myers, with Fisher, Bruce & Co., Philadelphia. H was loud in praise of some new china from Johnson Bros England, known as "Pareek" in a soft colored ivory bod He told of having sold his thirty-fourth open stock orde within the past three days.

On the same floor was Gillinder & Sons, Inc., Phila delphia. Here William B. Warnick was holding fort with lighting glassware, but particularly the new "Glas silk" which looks as much like a silk shade as does th genuine article. The great advantage of it is that it doe not fade and is always bright. Mr. Warnick told of hav ing equipped the Ambassador Hotel in Atlantic City wit Glassilk shades.

In his display room was S. P. Wittkind, buyer for th Glass & Electric Appliance Co., Cincinnati, a kind o subsidiary of the Columbus Gas & Electric Co. He sai that they had one of the most wonderful displays of ligh ing fixtures in the country and that on the ceiling alon they had 535 pieces of lighting glassware displayed. A. A Grogan, of the Lightolier Co., New York, was also guest in Mr. Warnick's room. Then in dropped J. Klein of the New York Lighting Fixture Co., so that the illumin ating device manufacturers of the East were well repre sented in Cleveland.

Just as I was about to leave Mr. Warnick suggeste that I go to room 743 and see C. S. Krall, who wa showing the fancy glass goods from the Gillinder plan which I did. Here indeed was a treat in store.

The beautiful coloring that has been worked out i some of the ware is marvelous. True turquoise and faithful reproduction of jade, gold ruby with the resonan ring of a bell, cobalt blue, rich and royal, old rose, a delicate as milady's skin, all made in various shades of iri descence too. One masterpiece was a rich blue vase wit a pottery finish. The Chippeo glass in crystal, canary, blu and green in iridescent finish were things to envy. Th exhibition was a credit to the factory and a joy to Mr Krall, who was most happy in selling it.

Reverting again to lighting devices, R. J. Moore wa exhibiting a line of fine floor lamps for the Oriental Lam Shade Co., Chicago. He had with him J. Silverman, th principal of the firm.

The Standard Novelty & Lamp Co. was also displayin goods, W. J. Eckhard being in charge.

The most encouraging fact developed during the afore mentioned interviews that not one complained of business It is the straws which show how the wind blows.

THE WANDERER.

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX
Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Depreciation

This is the twelfth installment of a series of Accounting talks.)

When we talk of depreciation, we must first define what his word implies. When you buy new furniture for your ome you know that for a number of years this expense f buying furniture will not recur. You reason somehat like this: Well, for the next 10 years, I won't have o spend another cent for new furniture" and you let it o at that.

Little do you realize that on your own basis of figuring our furniture depreciates 1/10th of its value every year, nd that at the end of 10 years, you'll probably have to pend an equally high amount of money for new furnire. When the time of your new purchase after 10 ears comes around, you sigh and worry over the big sum f money you will have to spend. Perhaps you will even onder where to get this money. This thought of course, an be applied to any other kind of perishable commodity uch as equipment, etc. It is called "Depreciation." Depreciation is the result of deterioration, obsolescence and reduced replacement values.

How can you cope with this monster without receiving these disagreeable and occasional shocks of sudden cost of replacement. Let's take the "furniture" example. Assuming your cost of the furniture was $1,000—according to your own estimate your furniture depreciates at the rate of 10 per cent per year. Hence, at the end of the first year your furniture has depreciated by $100. In order to avoid the shock of replacement cost it would then be wise to set up a reserve for depreciation in the form of a special bank account in which you place the sum of $100. At the end of the second year you add $100 and at the end of the tenth year your bank account would amount to $1000—exclusive of interest. In other words your reserve for depreciation would equal the original cost of the purchase.

In business you do the identical thing, only it is not necessary to set up an actual fund for depreciation, although it may be done.

To start your regular systematic plan for creating a reserve for depreciation you list all of your depreciable assets such as: buildings, machinery, plant, furniture, autos, etc., and set them up at their actual value. If their value under present day conditions is below the actual cost set them up at their present value. All these items represent an asset to you at the current value considering the condition they are in at this time. The result so far then shows simply a certain valuation of your perishable assets by kinds and groups as of the date of the starting point.

How to set up and calculate depreciation will be discussed next week.

Too High Price for Volume

The following is part of an address delivered at the 12th Annual Business Conference, Bapson Park, Mass., by Herbert P. Sheets, secretary-treasurer of the National Retail Hardware Assn.:

The other day an Indianapolis paragrapher voiced the opinion that "many a man is living a 'please find inclosed' existence on a 'please remit' income."

He must have got his inspiration from his own publication, for as I scanned its pages I found them filled with appeals to the public to buy, and buy quickly, the various wares there listed, on the easiest of so-called "easy" terms.

"Your credit is good," proclaimed a clothing advertiser in large type. "Our prices defy competition—our easy terms cannot be equaled—our courteous treatment is incomparable. No need to pay cash—your account is now open—select any article and wear while paying a small sum each week. Strictly confidential, no embarrassment. Come in soon—let us show you how to dress well without ready cash. Thousands do—why not you?"

When I turned from clothing to furniture I found that I could provide my home with most wonderful furnishings at little or no initial cost, and just a little each week or month, because my "credit is good" at any number of stores, and "it is easy to pay the people's way."

But the ad that most attracted me was the large type announcement of Kirk's extraordinary jitney plan—"wonderful news for everybody in Indiana. A credit convenience beyond compare."

"Join the throngs of happy home furnishers—5 cents is all you need," proclaimed Kirk's advertising man. "Kirk's wonderful jitney plan privileges you to buy for immediate delivery all your purchases up to $50 worth. Then you can take seventy-four weeks to pay the balance on ideal terms, so small you will never miss them. Amounts above $50 entitle you to extra special terms of remarkable convenience. Hurry, bring a jitney for $50 worth of irresistible bargains!"

"Kirk's jitney plan, simple as A B C: A Come to Kirk's and select up to $50 worth of our money-saving super bargains. B. Pay the salesman only one jitney (5 cents) down and ask about jitney terms. C. Take seventy-four weeks to pay for it—on wonderful easy jitney terms—with no interest nor extra charges.

"That is all there is to this wonderful credit convenience. No strings attached—just a simple, genuine service to every one in Indiana."

I was impressed with Kirk's desire to be of "genuine service to every one in Indiana." Kirk is an altruist, a public benefactor. He just wants to be of service. There is no thought of his own interests.

Such appealing terms as Kirk's jitney down and seventy-four weeks to pay the balance naturally dulled my interest somewhat in the purchase of a new Universal Gas Range at 16 cents down and 16 cents a day, even though I was offered a thirteen-piece Pyrex set free, while the putting of a Roper Gas Stove in my kitchen for 99 cents, with twelve months in which to pay, had no appeal because I had already learned that 99 cents is too much to pay to have a stove delivered. For the same reason there was lack of appeal in a Chambers fireless cooker at $2 down and $2 a week, with a liberal allowance for my old stove.

As I happen to live in a reasonably modern apartment, there was no occasion for me to have my "house wired on monthly payments," my "plumbing done on the Buschman payment plan," the house reroofed or repainted "now and pay in ten months;" nor to install an electrical refrigerator or an oil burner to be "paid for as used."

These and kindred advertisements were filled with such impassioned pleas to buy all the things needful to convenience, comfort, well being, and happiness on "easy terms" that I was really surprised when I found no suggestion of cemetery lots or burial caskets on deferred payments. But it may be presumed that the partial-payment service is for the living only and that the dead are left to bury their dead while the installment sellers are busy trying to collect from the surviving relatives.

I could but admire the courage of one advertiser, however, who had the temerity to offer securities on an easy payment plan which "makes it possible to invest out of your income each month, drawing interest from the date of payment." The idea of encouraging thrift through the investment out of monthly income is clearly out of keeping with the frenzied urge by sellers to buy, buy, buy, on any terms regardless of consequences.

The modern pressure to buy on partial payments does violence to all our erstwhile teachings of thrift and the one-time idea that moral fibre is strengthened by restraint and self-denial. Rather it is based upon the insidious appeal of get what you want when you want it. Think not of the cost. Live as others live; have what they have, regardless of income or station. Aggregate cost is high, to be sure, but the buyer's attention is always directed to the smallness of the individual payments—and these look easy.

A dollar down (or less) and a dollar a week (or less) will buy anything from a diamond ring to a love nest and all its furnishings. And the unfortunate buyer who listens to the siren songs of the installment sellers soon finds himself enmeshed in a web of hopeless debt. It is not surprising that such excesses should have brought demoralizing conditions. In moderate practice the emphasis on down payments is decidedly on the "down"—they are so far down that the payment can hardly be located with a high-powered microscope.

That deferred payments have their place in our economic structure few will gainsay, but the present expansion in this type of selling and the frenzied efforts of sellers to develop it on a still larger scale present an issue of grave concern to those who attempt to vision America's future.

Installment selling was not so bad in its early days whe its use was limited to retail stores competing with eac other for a larger share of local sales. "Contract selling" as it was then sometimes called, with decent down pay ments and definite terms for subsequent payments, seeme a lot better than open accounts with no down paymen and little certainty of when there would be any payment

But in process of time, as competition became more in tensive, many sellers modified the original installment pla of having a high price for time buyers and a discount fo cash and quoted same prices to installment and cash bu ers. Thus the cash buyer was made to pay for the ext cost and losses accruing from the installment sales. An the situation became still more serious when manufacture in their efforts to get more of the consumer's dollar soug to impose ready-made installment plans under their ret distributors regardless of the latter's policies or desire

But worst of all came when great industries, seekin to simulate consumptive capacity for over-production sa in the installment plan possibilities for selling more their products began the making of plans to that end an began to organize campaigns to educate the public to th idea that because wages and salaries are paid weekly monthly, buying on the instalment plan is the economic and desirable course.

Usually such ready-made schemes incorporate the u of finance company and are said to be projected to me the "insistent demand" of dealers and public. Bu strangely enough it always seems necessary to most vigo ously promote such plans to those who are said to hav made the insistent demand. It is not strange, howeve that those who most strongly urge the merchant to se his goods on the installment plan do not themselves wa to borrow money from finance companies at an intere rate of 18 to 30 per cent. These ready-made installme plans with their excessive interest rates are always fo somebody else.

Under the stress of this greater volume urge installme selling has spread until it has got into the class of goo things gone to excess. Everybody's doing it, promiscu ously and indiscriminately. Competition no longer has i basis in merchandise and values, but in terms of paymen

The trend of modern business thinking is making a ve itable fetish of larger, and still larger, sales volume.

The minds of men are turning to it as a sort of panace for all the ailments of business.

Salesmen for manufacturers, wholesalers and retaile hear the same incessant plea:

Get more volume!

We seem to have come to think that the measure o business ability is to sell more this year than last—regard less of the methods used.

The ambition to make a business grow is laudable, that growth is to be based upon sound economics. Bu eagerness for larger sales should not be permitted to blin up to fundamentals.

Expansion gained by artificial, temporary stimulatio is not the true test of successful management—particu

(Continued on page 16)

CAUGHT IN THE NEWS NET

A MUCH needed china department was opened on Monday of this week when James A. Hearn & Son, 20 W. 14th Street, New York, formally pened their new section devoted to domestic and nported lines of china and glassware. A beautiful indow filled with splendid offerings, in colored and ecorated glassware, dinnerware, fancy china, etc., is ne center of attraction on the block where the store ands. Herbert Wyman is buyer for this new de- artment.

R. I. Ratner, manager of the New York office of ne Libbey Glass Mfg. Co., Toledo, O., is on the coast. e is expected back in time for the Hotel Show. J. W. aputi, who covers the south for the same concern expected back in New York in a week.

Harry Leyland of Percy N. Leyland, Inc., New ork importers, returned last week from St. Louis ad intermediate points. William Taylor, who travels ew England for the same concern returned at the me time.

Miss Ruth E. Foote, buyer of china and glassware fr the Leslie Dry Goods Co., Haverhill, Mass., visited te New York market this week.

Lazarus & Rosenfeld are unpacking many new and autiful samples from the Victoria factory for the 26 season. Julius Rosenfeld of this concern returned om a trip through the middle west, stopping off at ttsburgh where he visited the trade.

"Sam" Natkin, buyer of china, glassware, etc. for Mandel Bros., Chicago was in the New York market lat week.

Another Chicago buyer, who visited New York last wek was "Pete" Rinkin of the Boston Store, Chicago. E returned last Tuesday.

Martin Zolle with Lazarus & Rosenfeld, Inc., who rturned on Friday last, after a six weeks' trip through th New England states starts out again next week.

. K. Fry, sales manager for the H. C. Fry Glass C., Rochester, Pa., came to New York Tuesday to cofer with Frederick Skelton who represents the com- pay in the metropolitan district.

Mr. Madill, glassware buyer for Morgan & Co., Toronto, Canada, spent several days in the New York market this week. He returned to Toronto Wednesday night.

William E. Fisher with Johnson Bros., New York, left Sunday night for Baltimore. From there he planned to go to Indianapolis and adjacent cities continuing on to Canada. He expects to be back about November 10th.

Clifford Mansfield of J. Seth Hopkins-Mansfield, Baltimore, Md., arrived in New York Monday evening. He planned to spend about two days in the Metropolitan market.

Michael Bernardaud, of L. Bernardaud & Co., who is making an extended stay in this country, goes to Chicago, Monday to meet F. Desmaison the firm's New York manager. Mr. Bernardaud plans to be gone about a week.

Herman Kupper, head of Herman Kupper, Inc., New York, was expected to sail from France today on the Paris after a two months' trip to France, England and Switzerland.

The Hudson River Cut Glass Co. was recently incorporated for $10,000 in New York. F. A. McAuley, J. Armstrong and M. Saytanides are the interested parties.

S. H. Slobodkin, is showing a new W. S. George dinnerware shape in his display rooms at 7 W. 22nd St., New York.

E. Rosenthal with Fred C. Reimer, Inc., New York importers returned Monday from a New England trip.

E. P. Daly with Lazarus & Rosenfeld, Inc., is expected back from the middle west next week.

S. Pollack's Sons, is a recent incorporation to deal in glassware. Capital stock $10,000. A. E. Goodman, M. Goldstein and B. F. Greenstone are those interested.

Justin Tharaud, Jr., of Justin Tharaud, Inc., New York, is expected back from New England next week.

Joseph H. Schwartz Moves

Joseph H. Schwartz, one of the oldest jobbing concerns in lower New York, the firm having been established in 1888 by the father of the present head of the concern, will move from their present quarters at 195 Bowery to 10 W. 23rd St. about December 1st. The growth of their business is the reason for this move and in their new home they will occupy spacious offices, the entire 3rd floor, where their lines of china, glassware and hotel china will be displayed, and where they will be able to carry out their progressive business policies to a better advantage. In the building to which they are moving are located E. W. Hammond, Harry Moskovitz and David L. and Charles L. Wise.

OBITUARY

Henry Schoenthal

Widely Known Retailer and Glass Manufacturer Passes on At Son's Home In New York

Following an illness dating back over a period of considerably over a year, Henry Schoenthal, well known retailer, and for years a member of the board of directors of the Washington Glass Works, Washington, Pa., passed on last Thursday, at the home of his son Lee, 260 Riverside Drive, New York, the well known merchandise manager for the china, glass and lamp departments for Gimbel Bros.

His friends who were legion in the china and glassware business will learn with genuine sadness of his passing. He was a man of very lovable character and a wonderful personality that endeared him to all with whom he came in contact.

He was possessed of a fine education and was a linguist of real ability, speaking a number of languages with fluency. He was a veritable store house of knowledge on almost any subject that one could mention, which made him always a most interesting and delightful companion.

Until a year ago he always kept thoroughly abreast of the times, his wide range of reading, always including matters of current interest both in America and Europe.

Mr. Schoenthal had reached the ripe old age of eighty-three years and until the time of his illness he was most alert both mentally and physically. About eighteen months ago he suffered a fall, after which his health began to fall. Complications incidental to advanced years set in and for weeks there had been no hope for his recovery.

He was born in Germany and came to this country as a young man. He engaged in the retail china and glassware business in Washington, Pa., which he conducted most successfully for years. He was also formerly prominently identified with the Washingt Glass Works, Washington, Pa., for twenty-five yea as a member of the board of directors. His conn tion with the china and glassware business covered period altogether of forty years.

He retired from all business activity sixteen years a when he and Mrs. Schoenthal came to New York. Th have since made their home with their son Lee.

Mr. Schoenthal's funeral was held at his son's home l Sunday morning at ten o'clock and was attended by an u usually large delegation of people connected with t trade.

Interment followed immediately after the services at t Westchester Hills, N. Y., cemetery.

Besides his widow and his son Lee, another son, Mey of Riverside, Calif., and one daughter of Washingt D. C., survive him.

Sterling D. Carson

Sterling David Carson, 59, paymaster for the Hom Laughlin China Co., East Liverpool, died in his ho in Newell, W. Va., Oct. 20th, after a long illness.

Mr. Carson was associated with the Laughlin intere for many years. He was a life long member of the Pr byterian Church and for the last 18 years was a trust of the First Presbyterian Church of Newell. He was member of the East Liverpool Lodge No. 258, B.P.O. and the Chester Masonic Lodge and took an active part community affairs of Newell.

He leaves his wife, Sarah Ann Carson and two brot ers, T. F. Carson, Columbus, and Edward L. Carson, Ea Liverpool.

Funeral services were held at the home at 2:00 o'clo Thursday afternoon, Rev. E. E. Lashley, pastor of t Newell Presbyterian Church, in charge.

Mr. Carson was known to every general ware manufa turers in the United States.

Slight Improvement in Austrian Glass Industry

Assistant Trade Commissioner Ellwood A. Welde Vienna, reports that conditions in the Austrian gla industry, although slightly improved, do not off great prospects for the future. With the dismembe ment of the old empire, Austria endeavored to becor independent of Czechoslovakia and during the infl tion period several factories were established, whi worked at fictitious profits. With the stabilizati of the crown a collapse occurred. Conditions are n favorable at present despite the high protective tar on imports. Czechoslovak factories profit from che coal, while the Styrian glass factories can not purcha at low prices in view of the high Austrian freight rat Other raw materials must also be imported, but is hoped that the new tariff may furnish some a vantages. As a result of this tariff, a Czechoslov concern has reopened a factory at Stockerau, ne Vienna, which was first established during the pos war period.

icago China, Glass and Gift Association Show Feb. 1-6, 1926

he newly formed China, Glass & Gift Assn. will hold idwinter show of china, glass, gift wares and allied rchandise such as lamps, pictures, house furnishings, relties, etc., during the week beginning February 1 Hotel Sherman, Chicago.

his show has been organized in response to innumer- requests from sellers of merchandise both in and out- of Chicago, who pointed out that it will be to the ad- tage of the buyers to be given an opportunity to in- t and select merchandise in exhibits concentrated er a single roof and representing a wide variety of s.

he personnel of the organization is drawn from the ers of the Gift, Art Ware and Novelties Association, ch has for four years operated the Chicago Gift Show from the officers of the organization which has op- ed the former mid-winter shows in Chicago.

he plan of operation is exactly the same as operated he Gift Show body which has resulted in the largest rchandise exhibit of its kind in point of exhibits and ndance held anywhere in the United States.

he corporation organized to put on the show is not profit and its first considerations are the interests of buyer and impartial treatment of all exhibitors.

ively inquiry on the part of exhibits is reported by C. Owen, president of the new association. Arrange- nts thus far made insure representative from all of the s in which buyers are interested at the mid-winter ion for spring and summer delivery, such as glassware, na, pottery, gift wares, novelties, lamps, leather goods, ures, baskets, picture frames, etc. The show will be finterest to buyers of department stores as well as to uers and owners of specialty shops.

hree solid floors, a total of 300 rooms, have been re- ed in the Hotel Sherman to insure the successful op- ion of the show. An advertising campaign to reach uers in the various lines of merchandise to be displayed vi shortly be inaugurated.

Pre-historic Pottery Found

hile exploring the Canters Cave in Jackson coun- ,30 miles north of Gallipolis, O., George Miller dis- ered relics which state archeologists declared were ng the most important ever found in Ohio.

iller unearthed several skeletons of humans and ani- s, also specimens of prehistoric pottery and weaving. ey small parts of the skeletons could be saved. Indian ocasins and deer hides and antler horns also were ond.

otember Business Larger, Department of Commerce Says

urther reports on business conditions to the Depart- ent of Commerce covering the month of September ow increases over August in the production of automo- biles, both passenger cars and trucks, coke, newsprint paper, sales of structural steel, new orders for architectural terra cotta, cotton spindle activity, and the production of cottonseed oil, while the production of lead, Western pine lumber, building contracts awarded in thirty-six States, both in value and the number of square feet, bookings of steel castings, shipments of sanitary ware and iron ore consumption by furnaces on the Lake Erie docks decreased. Bond prices and sales increased over August, while sales of life insurance, receipts of gold at the United States mint and savings in New York State banks declined.

Compared with September, 1924, increases occurred in the production of automobiles, Western pine lumber, newsprint paper and coke, building contracts awarded, sales of structural steel, shipments of sanitary ware, new orders for architectural terra cotta, consumption of iron ore at Lake Erie docks, cotton spindle activity and the production of cottonseed oil, while the bookings of steel castings and production of lead declined. Bond prices, sales of ordinary life insurance and savings in New York State banks were greater than a year ago, while bond sales and receipts of gold at the United States mint were less.

Forty-Seventh Issue of Statistical Abstract

The Statistical Abstract of the United States for 1924 is now ready for distribution. The Abstract is a digest of data collected by all the statistical agencies of the National Government, and also contains certain statistics compiled by State governments, trade associations, and private agencies.

This is the forty-seventh annual issue of the Abstract. Because of the constantly increasing mass of business data and the publication of the Commerce Yearbook, it was felt desirable, beginning with the 1922 issue, to revise the Abstract. This revision was completed in the 1924 issue and has resulted in a more complete and better-balanced survey of the field of economic and business statistics. By various methods of condensation, it has also been possible to increase the amount of data contained in the Abstract and at the same time reduce the total number of pages.

The 1924 issue of the Statistical Abstract contains much detailed information concerning agriculture, manufacturing, mining, production of forest products, transportation, foreign commerce, banking, government, and business finance, population, vital statistics, and many other subjects. New tables have been added which include returns of income taxes, earnings, and dividends of corporations; indexes of crop yields, employment, pay roll, production, wholesale trade, and retail trade; and statistics of cereal production, vessel clearances, and telephone development for important foreign countries. The table entitled "Statistical Record of the Progress of the United States" has been discontinued, but most of the data formerly carried in this table have been published under their appropriate subjects in the body of the book.

Too High Price

(Continued from page 11)

larly when it causes additional cost burdens to be placed upon the consumer.

We are rushing into dangerous paths in the mad scramble for larger sales, which appear to be the primary objective to-day of all who sell.

It is time to weigh the consequences of these efforts—it is time to think!

Where formerly the consumer paid for the maintenance of the producer, the wholesaler, the retailer, there has now been injected the finance corporation with its interest charges of 20 per cent or more.

And the consumer pays and pays and pays—because he has been so assiduously taught to have what he thinks he wants when he thinks he wants it, regardless of his earning capacity or ability to pay and regardless of his future well-being and happiness.

Certainly this additional cost upon the consumer does not cut the cost of distribution. Yet we are all insisting that distribution costs are too high and should be reduced. Some day, when the consumer comes to his senses and realizes that he has been paying so called, "carrying and service charges" to the tune of 20 per cent or more, there may be a reckoning far from pleasant.

Kennard L. Wedgwood to Head Red Cross Drive in China and Glass Group

The China and Glass trades have been mobilized for the Ninth Annual Roll Call of the American Red Cross. C. J. Cornell of 205 Hunters Point, L. I., will head the glass manufacturers and glaziers group; and Kennard L. Wedgwood of Joseph Wedgwood & Sons, the retail china, glass and lamps group. Mr. Wedgwood will be assisted by Louis Hinman, care Theo. Haviland & Company, and Herman Kupper of 39 West 23rd Street.

The drive will begin on Armistice Day, November 11, when 5,000 volunteers will cover the industrial life of the city, asking people to volunteer their dollars so that the Red Cross may be kept on the line of duty ready for service day or night.

As a semi-governmental organization, the Red Cross is directed to aid New York's disabled war veterans in the thousand and one emergencies with which the Government has no means of coping or coping swiftly. Every day boys who were wounded in the war and who do not know what to do or where to turn come to the Red Cross office at 598 Madison Avenue sure of a helping hand. Some want to press claims against the Government for compensation, some ask help for themselves or their families while such claims are being adjusted, some need hospital treatment or a longer period of special vocational training; and others want a job or just advice that they can trust on their problems. The Red Cross welcomes all. It offers an employment bureau, it arranges for the parole of mentally disabled ex-service men, it maintains the Veterans Club where homeless boys may get meals and lodging at cost.

In addition to its work for ex-service men, the R Cross directs within the New York Bronx area 62½ squ square miles a reserve of 2400 nurses for the Army a Navy Corps and for the Red Cross Nursing Service. the event of disaster—flood, fire, cyclone or explosi these nurses can be rushed to any part of the city i few minutes time.

Less spectacular, but just as necessary, is the day-day-out routine which the Red Cross carries on. It m ages a Teaching Centre for free instruction in life s ing, first aid and care of the sick. It provides surgi dressings (600,000 a year) for 20 hospitals throughout city which are handicapped by lack of staff or funds furnishes volunteer workers for these hospitals; it a the blind by making raised-type books which are too pensive to produce commercially, and it established a helps to finance the East Harlem Health Center in crowded foreign district on the Upper East Side.

Owen China Co. Report Improved Busine

Since C. W. Foreman reassumed the presidency the Owen China Co. at Minerva, O., last August, b it and the Southern Potteries, Inc., Erwin, Tenn., which he has been president for the past three years, port exceptional improvement in business and the b month's shipment in the last two or three years from e plant.

A contributing factor is the ability of the two factor under Mr. Foreman's management to serve the trade in exceptional way, where both northern and southern liveries are required, particularly chain stores and fi with branches in the south.

The Minerva plant is under the management of P E. Ryan and the Erwin plant is managed by G. F. Brat

The sales management of both plants is under the di supervision of J. Wilkinson, Jr., as general sales manag He has rejoined the organization with Mr. Foreman a is fully qualified to increase the sales to repletion.

Mr. Wilkinson has just returned from a week's t covering New Orleans, Texas and Southern points. reported that conditions were above normal in most the Southern sections and buyers were a little more libe with orders than in past months.

Liggett Sales for September Increase

The Louis K. Liggett Co., operating 305 drug sto subsidiary of the United Drug Company, reports sales September were $3,561,000 as compared with $2,986, for the same month in 1924, an increase of $575,000 19.26 per cent.

Total sales for September, 1925, in 272 compara stores were $3,267,500 as against $2,267,500 in the sa stores in 1924, an increase of 13.95 per cent.

September, 1924, established a record for any previ thirty-day month. For the nine months of 1925 s amounted to $31,040,662 as against $27,832,386 in 19 an increase of $3,208,276 or 11.53 per cent.

ARTISTIC 15331 PIECES



Pictured above are cheese and cracker set, lily vase, high foot comport, dahlia vase, fruit bowl and salad plate. These are typical of the spiral optic 15331 line, available in green, amber and canary. Write for illustrations and prices.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

"Princess Dinnerware"



Illustrating our No. 314 Open Stock Pattern. One of many "live sellers," shown on the attractive "New Princess Shape."

The Smith-Phillips China Co.

EAST LIVERPOOL OHIO

J. W. Mackey, *Sales Manager*

Eastern Representatives

PHILLIPS, THISTLE & SMITH, INC.

1107 BROADWAY, NEW YORK

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct and have a complete stock of the famous gold medallion and Blue and White Canton.

Write for Price List



Gold Medallion Dinnerware

7-9 Mott St. *Chinatown* New York

Buyers in New York

OCTOBER 23RD, 1925

W. A. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

T. F. Stackpole, house furnishings, china, May Co., Cleveland, Ohio, 1115 Broadway (E. M. Sostman).

J. Kohnfelder, china, house furnishings, toys, Kaufmann & Baer, Pittsburgh, Pa., 404 4th Ave. (12th floor).

F. Borden, house furnishings, toys, Howland-Hughes Co., Waterbury, Conn., 1440 Broadway (R. J. Cronin).

OCTOBER 26TH, 1925.

F. L. Allen, silverware, Stewart & Co., Baltimore, Md., 17 E. 39th St. (Associated D. G. Corp.), 3d floor.

OCTOBER 27TH, 1925.

Mrs. W. H. Dodson, toys, Davison, Paxon, Stokes Co., Atlanta, Ga., Broadway and 34th St. (R. H. Macy Bldg.).

Miss E. Anderson, glassware, fancy china, Jordan Marsh Co., Boston, Mass., 244 Madison Ave. (7th floor).

Miss M. Lensenhuber, silverware, I. N. Adam & Co., Buffalo, N. Y., 17 E. 39th St. (Associated D. G. Corp.), 3d floor.

Miss N. Garlick, gifts, Halle Bros. Co., Cleveland, Ohio, 220 5th Ave. (F. Atkins).

Miss Rosser, silverware, Rike-Kumier Co., Dayton, Ohio, 1440 Broadway (Assoc. Mdsg. Corp.).

D. MacWhirter, silverware, Denver D. G. Co., Denver, Colo., 171 Madison Ave., 11th floor.

F. V. Zug, china toys, house furnishings, Kaufman's, Harrisburg, Pa., 1150 Broadway (F. Lilienthal, Inc.).

R. Birnberg, silverware, toys, National Cloak & Suit Co., Kansas City, Mo., 463 7th Ave. (S. M. Goldberg).

C. H. Denicke, silverware, china, Burden, Smith & Co., Macon, Ga. 11 E. 26th St. (McGreevey, Werring & Howell).

W. L. Clarke, house furnishings, Bry-Block Mer. Co., Memphis, Tenn., 112 W. 38th St. (National Dept. Stores, Inc.), 19th floor.

Mr. Allgrim, china, Gimbel Bros., Milwaukee, Wis., 116 W. 32nd St.

J. A. Watson, house furnishings, Reid & Hughes Co., Norwich, Conn., 315 4th Ave. (D. G. Alliance).

W. W. Mosher, house furnishings, Sibley, Lindsey & Curr, Rochester, N. Y., 432 4th Ave. (16th floor).

Miss M. Turner, china lamps, Lamson Bros., Toledo, O., 220 5th Ave. (F. Atkins).

Mrs. E. Mandley, toys, Woodward & Lothrop, Washington, D. C., 370 7th Ave. (Room 1702).

Miss G. Collins, silverware, Lansburgh & Bro., Washington, D. C., 128 W. 31st St. (American Retailers' Assn.).

OCTOBER 28TH, 1925

Miss F. A. Allen, silverware, Stewart & Co., Baltimore, Md., 17 E. 39th St. (Associated D. G. Corp.), 3d floor.

S. M. Averill, lamps, Jordan Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

R. E. Evans, glassware, house furnishings, J. N. Adam & Co., Buffalo, N. Y., 17 E. 39th, 3d floor.

Miss E. M. Howard, silverware, Halle Bros. Co., Cleveland, O., 220 5th Ave. (F. Atkins).

J. A. Haberbosch, lamps, The May Co., Los Angeles, Calif., 1115 Broadway.

Direct Mail Convention

The 8th Annual Convention and Exposition of the Direct Mail Advertising Association, will be held at Mechanics Building Boston, October 28th, 29th and 30th. The officers of the Executive Council are Arthur Robin, chairman; Watson M. Gordon, vice-chairman; Frank E. Cummings, treasurer; Herbert Farrier, secretary and Charles W. Collier, manager-secretary. The executive council consists of ten members, all prominent advertising men of Boston. The registration will be made at the Copley Plaza or Lenox Hotels and Mechanics Building, at 8:30. For the first time in the history of the Direct Mail Advertising Association Conventions, registration by mail will be taken. The registration fee is $5 per person. Badge and program will be given to each registrant. Executives from all lines of business are expected. Last year one manufacturer sent fourteen men. Anyone attending the convention wil certain of acquiring a number of gratifying ideas, wh can be put into business.

The convention will be called to order Wednesday mo ing at 10:00. The remaining period will be well fille with interesting lectures in selling and advertising. Th are six different groups, namely, Retail Group, Emplo House Organ Group, Producers' Group, Export Gr Sales House Organ Group and the Financial Gr There is also a Commercial Printing Exhibition of American Institute of Graphic Arts. There are a nu ber of trophies to be awarded at the Convention the most noteworthy accomplishment of the year in Di Mail Advertising, also sales letters and other forms advertising.

The Exposition is generally considered the finest sh ing conducted anywhere, of advertising appliances methods. There will be 142 booths divided among proximately 100 exhibitors.

The Reception Committee, typical of New Englan hospitality, will be on the job at all the railroad stati to meet the incoming delegates. The evenings of the C vention will be given to entertainment. A large num of vaudeville stars have been engaged. There will be da ing and other forms of entertainment.

There is considerable attention given to the wor folks, everything is being done to make their stay one the most enjoyable of any convention.

Irving T. Bush, president of the Bush Terminal C New York, will be the speaker at the second Assem luncheon of the Boston Chamber of Commerce on W nesday. Mr. Bush will speak on "Profiting by Exp ence on the Continent," a study of Russia, observat and other nations.

Practically No Pottery Making in Readi District

The pottery business, a flourishing industry in the Re ing, Pa., section, many years ago, practically has cea to exist. There has been no pottery burned in Be county since the death of Willoughby Smith in Wom dorf, sometime ago. He decreed in his will that business should be brought to an end with his death the son, Louis Smith, carrying out his father's wis dismantled the kiln and broke the wheels used in turn pottery.

Pottery manufacturing was not an important indus during the early Colonial days when the dishes eit were made of wood or pewter. In the most weal homes were to be found china dishes imported from E land.

Later the German settlers erected potteries in sou eastern Pennsylvania for the manufacture of earthenwa As potteries became established in other parts of country many of these were closed until the few r maining devoted their products to manufacturing flo pots before they closed.



"GOLDEN STATE"

Illustrating a typical old Spode design on Flower Embossed. A true Spode Shape, painted on the Embossment in rich warm enamels, against an old ivory background, giving a charming effect.

Full Dinnerware carried in open stock in New York.

Send for samples and prices.

COPELAND & THOMPSON, Inc. 206 FIFTH AVENUE Bet. 25th and 26th Sts., New York

U. S. Agents for W. T. Copeland & Sons, Stoke-on-Trent, England

TRADE CARRULLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR East

CHAS. A. WEIDEMANN West

ROY E. HENDERSON President

American China for American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio 14 Kilns

Scio, Ohio 9 Kilns



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



SEASONABLE activity continues strong in the flint glass industry, and this is resulting in steady production schedules being maintained in all factories. Demand for merchandise for holiday requirements is exceptionally good, mails being heavy, and specifications much larger than the manufacturers have been in the habit of receiving, when comparison is made with business of previous months. Orders for the decorated lines of glassware and novelties is declared to be stronger than even a year ago, and this is resulting in all decorating shops being worked to capacity, and in some particular instances overtime is being made. The eastern trade is buying liberally of this line of goods, although orders from the western and southern department stores and gift shops are by no means small. General lines of tableware are in very moderate movement, the jobbing interests being more or less interested in this class of merchandise. Mail order houses have anticipated liberal quantities of this goods, and from the latter trade some very good orders have been booked, both for immediate and future shipping. Portable manufacturers announce an increase in demand, but this was discounted, for at this season of the year orders for the line are far more active than at other seasons of the year. These factories are in good production, and the entire line of portables is having a rather wide distribution, both among department stores and the lighting goods shops. Blown ware is steady, with the demand tending upward. Both plain and decorated offerings are selling well, and blown factories are working all of their shops on a full time basis.

The Westmoreland Glass Co., Grapeville, Pa., is actively engaged in designing its new 1926 line, which will be shown for the first time during the Pottery and Glass Exposition at the Ft. Pitt Hotel in January. Not only are new treatments being worked out, but many new shapes will also be ready for the January trade. The company will again maintain its large display in the Assembly room of the Ft. Pitt, where the entire line will be displayed as in former years.

The Monongah Glass Co., Fairmont, W. Va., is engaged in enlarging its factory, and also is increasing the capacity of its continuous tank. Atromatic machines are being installed for the production of containers made of opal glass. This company plans to show its entire line at the Ft. Hotel in January, as has been the custom of the company for some years.

W. R. Renouf, of the sales department of the Westmoreland Glass Co., who was compelled to quit the road while at New Orleans, La., for three weeks on account of illness, and who has been spending the last fortnight at his home in East Liverpool, O., will open at Rochester, N. Y., Nov. 2nd, showing the full line. He will then continue through New York state and into the New England territory. Mr. Renouf before going with the Westmoreland, was with the sales department of the Niloak Art Pottery Co., Benton, Ark.

Chicago glass salesmen have advised home offices of the report that Sears, Roebuck Co. plan the opening of two additional retail stores in the Chicago district, also that the sales of the company as a whole for the month of October will reach new high records. This business situation reflects back to the pottery and glass industry, where this interest has been an active buyer of both lines for some months back. Retail stores in Detroit and Milwaukee will be opened by this company next year, it is said.

As a result of a steady increase in business, and production schedules being maintained in all departments, it is announced that the H. C. Fry Glass Co., Rochester, Pa., paid out $20,000 as a two-weeks pay roll, and that schedules are to be so advanced that this payment is soon to be increased to $25,000 every two weeks. The H. C. Fry Co. was established at Rochester, Pa., in 1901, when one 10-pot furnace was placed in operation with 90 employes. However, it was back in 1872 that the original plant was known as the Rochester Tumbler Co., and today the company operates the two factories. General business with the company is declared to be quite active. Orders for both immediate and future shipments being in steady receipt, and specifications covering the general lines featured by this interest.

All employes of the Ball Bros. Glass Co., Muncie, Ind., have been insured under a group insurance plan, it has just been announced. Members of the commercial department, however, have been presented with individual policies. All employes who have been with the company for six months or longer are protected by the new plan of insurance.

C. G. Lloyd, associated with the engineering department of the Macbeth-Evans Glass Co., Charleroi, Pa., for a number of years has resigned to go with the Aluminum Co. of America, the general offices of which are in this city.

Judging from reports received by commercial departments of flint glass factories from factory salesmen and

(Continued on page 30)



"NUF SED"

Now we have done our part to let you know as to kind and quality of our Importation of

JAPANESE Merchandise

And it's up to you to cash in on our service.
Wish you all successful Holiday business.

Don't forget that we are carrying a large stock for you.

Mogi, Momonoi & Co., Inc.
Importers of Japanese Goods

105-107 East 16th St. New York, N. Y.



Gammon's

round out
Unique Service
with

Economy Tumblers



Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS
"JUST WHAT THE NAME IMPLIES"



A few specialties selected from some of our most popular patterns. Designs that are different, the beauty of which is enhanced by the brilliancy of the Duncan & Miller crystal.

Representatives:

New York
Paul Joseph,
200 Fifth Avenue

Boston
Murt Wallace,
157 Summer St.

Chicago
W. B. Andrews,
30 E. Randolph St.

Philadelphia
Joseph Tomkinson,
1104 Arch St.

San Francisco
Marsh & Kidd,
617 Mission St.

Baltimore
Harry T. Thomas & Co.,
29 S. Hanover St.

Factory Representative
E. B. Hill, 5453 Kenmore Ave. Chicago Telephone Ardmore 0897

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



NEW shapes galore will be shown the trade late in December for 1926 delivery, from all present indications. It now appears as if the generalware manufacturers will exceed all previous records for such activity. Conventional ideas will predominate, so far as shapes are concerned, although here and there some new ideas have been worked out by modelers. Some firms who will show new shapes for 1926 have not had one for a number of years, but it is claimed that while old shapes have been well established, the necessity has arisen for something just a little different from what has been featured. Semi-porcelain bodies will be continued by the firms proposing new shapes, save in one instance, that of the Edwin M. Knowles Co., which is now showing its new ivory porcelain body. The first ivory porcelain body was placed on the market several years ago by the Sebring Pottery Co., while all other manufacturers have clung to the semi-porcelain or white bodies. All new 1926 shapes will feature numerous exclusive decorations, border patterns, as a matter of fact, continuing in strong demand. There are some new sprays and medallions ordered for these shapes, while the most popular of the older decorations will of course be continued. The new shapes will be shown in all factory sample rooms late in December, but no deliveries will be possible on any such offerings until the first quarter of the new year. Resident agencies will also have sample decorations and also of the new shapes on display in January, and many of these will also be featured at the Ft. Pitt show in Pittsburgh in January.

A survey of the generalware pottery industry at this time reveals operations on a basis of approximately from 65 to 75 per cent, this taking the western district as a whole. Some plants are operating more actively than others, but at this time the district does seem to show more steadiness than for some months. Just at this time the manufacturers are in the very midst of the fall and holiday demand for merchandise. Buyers are showing an interest in having sufficient stocks on hand for all requirements, but there are instances where some buyers are showing no interest in replenishing their stocks. The situation for the last quarter of the year will very likely disclose the fact that for the year the production has not been as in former years, and all due to the fact that many distributing interests have followed the "hand to mouth" policy of buying. In turn this is laid to the inactivity of the retail demand. Various causes have been assigned for this dullness in retail buying of dinnerware, which as a matter of fact has also felt in other household utility lines. Salesmen now on the road have advised home offices that department store buyers in many instances are looking forward to a very active holiday season, but this means but a month of heavy business. Throughout the last nine months buyers have been using all efforts at their command to force business, and this has been reflected in the demand for dinnerware at the factory.

A new dinner shape is to be featured next January by the Thompson Pottery Co., and advance samples of both the shape and decorations are expected to be placed in the factory sample room late in December. The new shape is a semi-plain effect, and the design is quite different from any previous offerings of this company. The new shape, which has not yet been named, will be shown in probably a dozen or more new and exclusive treatments.

A meeting of the Executive Committee of the United States Potters' Association is expected to be called within the next few weeks for the purpose of selecting a time and place for the annual meeting, which last year was held in New York. It may follow that the meeting this year will be held at Washington, although no suggestion has been made at this time what city will be selected. Arrangements for the convention are entirely in the hands of the Executive Committee. It is expected, however, that the meeting will be held early in December.

Announcement has been made that the D. E. McNicol Pottery Co., of this city, will present a new shape late in December for 1926 delivery, and which will be featured by the East Liverpool plant. No name for the shape, which is a semi-plain creation, has been selected at this time. The shape will be presented in a semi-porcelain white body, which ware has always been featured by this company.

An excellent demand for the new "Apollo" shape of the Dresden Pottery is announced by A. P. McPherson. This will be featured during 1926 in about a dozen new treatments, other than those now being presented. All-over treatments will be specialized in and several of these quite unlike anything of the character now on the market. Persian and Egyptian designs will predominate in this connection. The "Apollo" shape is now being shown by all resident selling agencies of the company, and as the new treatments are ready, samples of these are also being forwarded the agencies.

Report is current here that negotiations are pending for the purchase of a site at Johnson City, Tenn., for the erection of a pottery plant. Trenton, N. J., interests are said to be back of the movement, details of which have not been disclosed. The feldspar deposits in the vicinity of Johnson City have been investigated by the

(*Continued on page 30*)

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What's New in the Market?

Here Are a Few Answers to This Question to Post Buyers on New Offerings

Vogt & Dose Offering New Decorations

THE result of months of hard work on the part of Mr. Vogt of Vogt & Dose, while abroad this summer is apparent in the exquisite new samples on display in the showrooms of the concern at 14 W. 23rd St., New York. Beautiful service plates rich and colorful, the epitome of all that is artistic and appealing are among the new numbers which Mr. Vogt is showing. There are several in deep blue with a lacy gold design running through and a gold encrusted band. This is also worked out in ivory and gold in a more delicate effect. Several of the service plates have a central decoration of considerable richness, consisting of a heavy gold encrusted band encircling a lovely floral group. Another utilizes a deep blue band between two gold encrusted bands. This is also shown in green and gold. One more elaborate pattern is composed of a gold encrusted band at the verge, and a running border, on the rim, of natural flowers, vivid poppies, roses and smaller flowers and a narrow gold band at edge. One marvels at the almost limitless schemes which are worked into decorative treatments for this lovely French china, all different, all with their own peculiar charm. In dinnerware, too, there are equally fascinating patterns. One employs a ¾ inch band in blue and ivory with old gold leafy decoration running through, broken at intervals by small rose spray medallions, alternating with smaller roses. A gold and black band at the verge adds much to the beauty of this decoration. Another design has a blue and gold edge and a border of gayly colored flowers on rim and verge all on an ivory ground. The center is white bound by a blue and gold line. These are just a few chosen at random, of a very large assortment of import dinnerware patterns which portray all the beauty and skill of French ceramic art.

New National China Dinnerware Patterns

New dinnerware, moderately priced enough to be of special note is being shown by D. King Irwin, in his show rooms in the Fifth Ave. Bldg., New York. This ware is the product of the National China Co., Salineville, O. One pattern employs floral sprays consisting of two full blown blossoms like wild roses, with deep orange and yellow petals and rich green leaves. There are two of these sprays and a larger one. A green edge completes this simple yet extremely effective pattern. Another decoration consists of a half inch border in powder blue, broken by panels, with pink roses against a black ground and framed in old gold. This is neat and colorful. Still another design employs two floral sprays, one having in the center a large rose set in a box. From this sprays of foliage and blossoms extend on each side to form a wide medallion. A similar spray, not so wide breaks a blue hair line. Two blue birds, combined with baskets of pink roses form the motif for another pattern. Two of these groups break a blue hair line running through the center of the rim. Another design of great charm is in pastel shades, pink, orange, yellow and green, worked into blossoms of oriental feeling. One large spray and two smaller ones are grouped about the rim and extend onto the center. Simplicity is the keynote of all these new numbers, combined with daintiness and lovely coloring.

New Treatments Offered by Percy N. Leyland

From the Newport Pottery, England, come some interesting new dinnerware designs on ivory body. These are somewhat along the lines of the modern French type of decorative art. One employs a cherry motif worked out in deep red for the fruit, and deep green leaves and brown stems. There are three of these groups on the rim. The center decoration is an adaptation of the same motif, the brown stem being extended to form a complete circle about the fruit group. A brown hair line finishes the edge. This is also worked out in orange and black. Another very unique decoration quite "Frenchy" and at the same time simple consists of a narrow blue scalloped border about the edge with a center decoration of four half daisies, two with blue petals and orange centers opposite each other, and two with red petals and yellow centers. Tiny green touches in the center of this circle finishes the pattern. Another fruit motif employs two cherries, one red and one yellow with dark green leaves, alternating with cherry and two deep blue blossoms. The center decoration combines the fruit and flower and leaves. Several new fruit decorations on a yellow glaze are very attractive. One is an all over pattern with castle scene in center and castle and formal elaborate design on rim, done in black. There are several border designs one with a Greek key band at verge and a shadowy background on the rim through which runs a conventional flower design. Another shows a more modern type of pattern employing fruit and foliage against a heavy background. The yellow glaze is a beautiful soft tone which shows up through the black in a most effective manner. On a new "Coronet" shape, which is characterized by a slightly higher base and flat cover is shown a medallion design employing unique flowers set in a half circle, in red, yellow and blue.

TEA SETS *for* TOP SALES

This is another Mueller achievement. It proves that specialized knowledge can be applied to a popular low-priced item, like a tea set, and transform it into a thing of beauty. Decoration in Delft Blue or Foliage Green.



WINTERLING makes this splendid ware in his Bavarian potteries. We know it is so high in value and low in price that it is good all year 'round.

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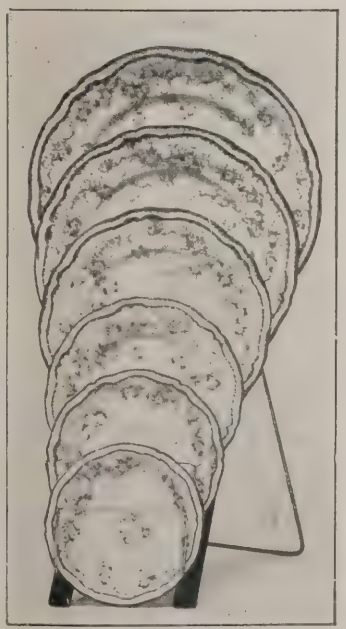
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Wood base mahogany finish. Tinned wire strong and durable.

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Innovations of Outstanding Merit for Buyers of Lamps, Shades and Their Accessories

By Beatrice Miller Wisner

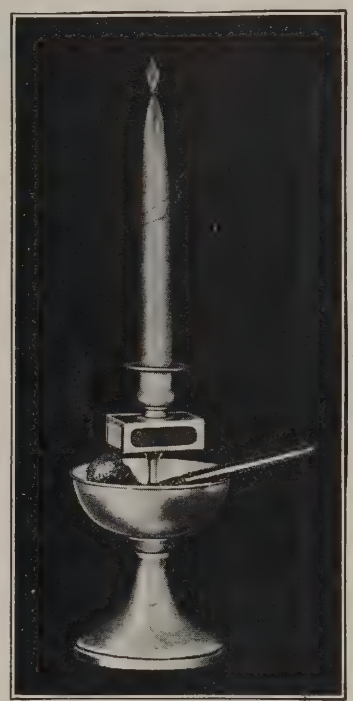
Unusual Dresden Figure Lamps

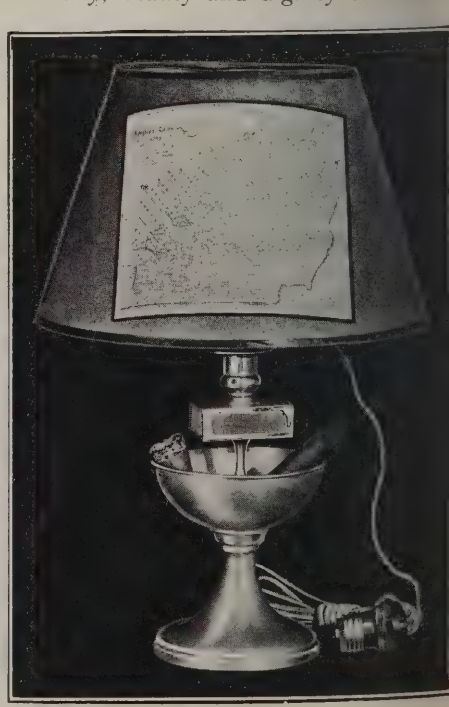
EXQUISITE imported porcelain lamp bases, single figures, grouped figures, etc., are being displayed by Fourman Bros. & Co., Inc., importers, 26 West 23rd St., New York. Many beautiful types are among the fine collection. A notable lamp group represents two ballet girls in dancing posture, holding entwining wreaths. These are wonderfully realistic in the truthful posing of the figures. The lovely costumes trimmed with fine lace modeled in porcelain, is extraordinary ceramic art in reproducing the texture of lace trimming. Other mounts represent ladies in old-time costume with headdress of feathers, and gentlemen in cavalier dress showing exact coloring, and period reproduction. Another very attractive lamp in figure modeling gives six cupids in graceful attitudes surrounding the central lamp standard. This is an excellent specimen of group designing. And still another enticing lamp figure represents an antler. The spreading horns of this lovely creature is a compelling feature of this fascinating lamp. A number of the bases of these lamps are of hand-chased copper and brass, revealing fine skill in handcraft. In the gift section there is an unlimited number of engaging porcelain specialties, including tiny figures, single and in groups, ash trays in grey color and mounted with birds, animals in natural coloring, and numerous other excellent figure designs for small lamps. Ornaments, china flowers, finials and doll lamp models are among the assemblages. The entire display at the attractive showrooms above mentioned, is a masterful example of fine wares in artistic coloring, showing a high type of porcelain modeling.



A Significant Man's Gift

One of the most difficult tasks, is to select an appropriate gift for a man at Holiday or other seasons of the year. The long prescribed list offered from year to year does not seem to get right down to the most useful and important token to bring joy to the masculine heart. Touch a man's tobacco habit, and you have solved the problem for the most coveted gift. Samuel Edelman, 474 North 6th St., Philadelphia, Pa., represented by Mary Ryan, 225 Fifth Ave., New York, ha conceived a most uniqu smoker lamp of Colonia design, which is a com bination of candlestick ash tray and match bo holder, beautifully fin ished in antique pewter The same idea has bee carried out in a student' colonial smoker lam with electric attachment This beautiful colonia lamp has an adaptabl shade of genuine parch ment, decorated with replica of hand-etche antique map represent ing the original thirteen colonies presented b King George in the yea 1770. For the modern colonial home, which is so much the vogue in country estates or city, this excellent period designed lamp adds just the refined touch to enhance the decorative temperament of interior furnishings, recalling the old Puritan days when pewter was the metal mostly used in the highly aristocratic residences. A more acceptable gift of one or both of these, illustrated herewith, could scarcely be chosen, bringing harmony, beauty and dignity to the exclusive office or home. The above described, come in attractive individual boxes. This type of gift suggestion provides a neat package at holiday season for convenient delivery and also paves the way for easy transportation to long distances when ordering large quantities.





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TRUE PAPER WHITE GRANDIFLORA



BULB GROWERS

For Growing in Bowls with Water, **per 1,000—**

First size Bulbs, 13 ctm., packed 1250 to case **$19.00**

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The service does something more than pay for itself, otherwise it could not remain in existence

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THE CHICAGO MARKET

By
J. H. Smythe, Representative

WITH the approach of the Holiday season the wholesalers and manufacturers representatives in Chicago are now in the midst of their busiest season. Re-orders for merchandise originally ordered during the months of July and August are now coming in fairly freely according to the local operators, and with a continuation of the present active movement of merchandise they predict an unusually big Fall and Holiday season this year. Buyers on every hand seem more awake to the fact that they must order their stocks now if they expect delivery before the Christmas trade. A number of the glass decorating plants in Chicago, as well as some of the china decorators, report that they are now unable to take any more orders for delivery this year.

Nineteen piece glass luncheon sets of rosy tints contrasted with clear white crystal were featured by Carson, Pirie, Scott & Co., at $10 per set this week.

A bridge and junior floor lamp sale was held this week by the Boston Store. Lamps with wood or metal standards were offered at $4.75. The Boston Store also featured 50 piece Copenhagen Blue Old Engli dinner sets at $10.98.

The Davis Co., Chicago, is holding its annual s of lamps. A $45,000 stock of varied and interesti bridge, junior, table and candelabra lamps in all si and styles are offered to the public at big savin One hundred and fifty complete bridge lamps we featured at $3.95.

Six dollar gold encrusted service plates, handsome decorated, are being featured by The Fair at $3.9 One hundred piece open stock domestic dinner s with gold coin handles were marked at $39.95. T Fair also offered this week 10,000 pieces of aluminu at 69c per piece.

Hillman's made a special this week of Americ Porcelain 100 piece dinner sets priced at $14.95. six-piece yellow mixing bowl set was offered at 6 per set.

Mandel Brothers made a special of 100 piece Engli popular "Blue Willow" dinner sets at $20.95.

A "Month End Sale" was held this week by Ha man's. The sale included specials in the lamp, chi glass and art sections.

The National Silico Co., Oregon, Ill., manufacture and dealers in glass, pottery and porcelain suppli was incorporated with a capital of $100,000, by Jo F. Putman, Frank T. Rogers, John C. Seyster, Char M. Gale, and Leslie R. Crawford.

The F. W. Woolworth Co., has leased the store be constructed in a new building at 3449 South Halst St. for twenty years at a term rental of $95,500, risi from $3,600 annually to $6,000 annually for the l five years.

Ira M. Clark, of the New Martinsville Glass C New Martinsville, West Virginia, was a rece Chicago visitor.

New Association to Meet in Chicago

The Housefurnishing Buyers Association, known the National Pot and Kettle Club, recently organiz and having a large membership of housewares buy has just fixed Chicago as its next convention me ing place and will assemble at the Hotel Sherm

(Continued on page 31)

Ready for Shipment—



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A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

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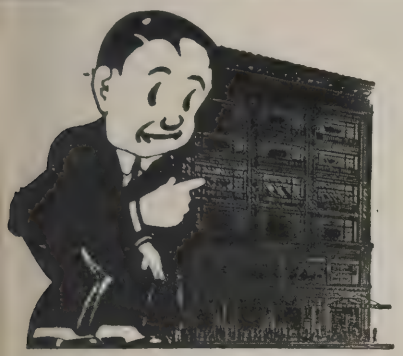
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Buyers are urged to inspect these lines

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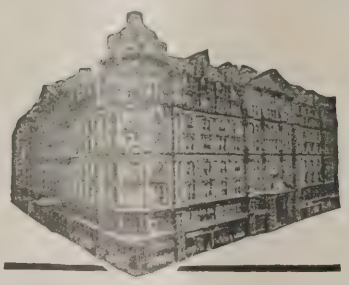
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A few words in this space will bring in many dollars

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SALESMEN WANTED

COMMISSION SALESMEN—Manufacturers of encrusted, decorated table and fancy glassware want salesmen, calling on Department, Furniture and other quantity trade, beginning Jan. 1, 1926. Samples now ready. All territories open; only those with established trade considered. Communications confidential; give full information in first lettter. Reply to Box No. 503, care of CROCKERY & GLASS JOURNAL.

SALESMEN WANTED—With thorough knowledge of Foreign and Domestic Dinnerware. Eastern Pennsylvania and Southern Territories open. State previous experience and give references. Fisher Bruce and Company, Philadelphia, Penna.

Glass Factory Activities

(Continued from page 20)

resident agencies, all of the large department stores throughout the country are preparing for a heavy holiday trade. China and glass buyers of these stores have advised salesmen, that all department managers are expecting the 1925 sales records to go far ahead of the volume of business handled a year ago. In anticipation of this increased business, buyers have been anticipating their holiday requirements, so far as glassware is concerned in liberal volume. Just at this time there does not appear to be any "hand to mouth" purchasing. On account of the numerous special sales that have been put over by the department stores of late, considerable volume of old stock has been disposed of, and this means that the late fall and holiday buyers will be offered only fresh merchandise. From time to time during the year many factories have added to the line, and these new items are now to be featured during the holiday sales period.

The new Pittsburgh branch of the F. & W. Grand Syndicate, Fifth Avenue, has been opened, and it is said here that the same interest will soon increase their chain from 37 to 40 stores. The company opened its new Harrisburg, Pa., store Saturday, Oct. 24th, and Oct. 31st will make the opening of their new Newark, N. J., store. On Nov. 14th the Grand store at Pottstown, Pa., will have its opening.

Julius Carlson and O. W. Hansen, of Kane, Pa., have taken title to the former plant of the Saeger Jar Co., and it is announced the new interests will arrange at once to place the factory in operation. The former owners of the property, which is located at Betula, Pa., had not completed the factory before its transfer to the new owners.

At a meeting of the Board of Directors of the Fostoria Glass Co., held at the general offices of the company, Moundsville, W. Va., the following officers were elected: President W. A. B. Dalzell; vice-preside C. B. Roe; secretary. W. H. Hicks, the latter s ceeding A. C. Scorggins, recently resigned.

The Campbell Reflector Co., has been formed Indiana, Pa., with a capital stock of $6,000 for purpose of manufacturing and marketing reflect and automobile headlights. The incorporators Walter W. Campbell. Theodore C. and Richard Brown, all residents of Indiana, Pa.

A charter was granted Oct. 27 at Harrisburg, to the McDonald Glass Co., which was formed h by Edwin W. Bryce and his associates. The appli tion for the charter was filed by Evans & Tener, w offices in the Henry W. Oliver Building, Smithfi Street.

What the Potteries Are Doing

(Continued from page 22)

Trenton interests, it is said, during their journey i Tennessee.

October shipments of dinnerware out of the East L erpool district will exceed those of September, accord to railroad records it was announced this week. September record, by the way, proved to be the month of the year. Shipments have been consigned t wide territory, which indicates that much late fall holiday merchandise is now on the way to buyers. Sh ments by the Ohio River water route to Cincinnati other southern points have also been heavier during tober than in September.

Announcement has been made by the W. S. Geo Pottery Co., East Palestine, O., that the name "Ast has been selected for the new dinner shape this firm feature with the opening of the new year. This shape be made at the No. 1 plant of this company at Palestine. A number of exclusive decorations have b selected for this shape, including borders and sprays. erations at all of the four plants of this company being continued on a favorable basis, and with cur shipping showing a steady increase.

J. S. Martin, dinnerware buyer for Jordon, Marsh Boston, Mass., has returned to his desk after spen several days in the local district. He was here for purpose of anticipating future requirements as well merchandise for immediate delivery.

J. C. Deens, sales manager for the D. E. McNicol tery Co., is now covering the southern territory, an this time is traveling Texas. Zed T. Smith also of selling force is traveling through the Middle West dist

---

Within the next thirty days, an improved highway be opened between East Liverpool and Salineville, where is located the plant of the National China Co.

has been inconvenient for buyers visiting this district to also visit the National plant on account of train schedules, but before the close of the year a motor ride of about 30 minutes will result between here and Salineville. Much credit for this improvement program is being given Samuel T. Larkin and Frank P. Judge, Jr., of the National, for it was mainly their efforts and confidence with county authorities that caused the improvement to be authorized.

China manufacturers throughout the country have reported that plants are operating this fall on rather active schedules, and that demand for this class of merchandise is better now than during the first two quarters of the year. Considerable business is said to be coming out of the Florida territory, although more or less trouble is reported in getting shipments through on account of the numerous embargoes that have been established by the carriers.

New Association Convention

(Continued from page 28)

during the second week of the 1926 National Housewares and Home Furnishings Exposition, also to be held at the Hotel Sherman on concurrent dates. The National Pot & Kettle Club will wind up its Chicago stay with a big banquet at the Sherman on Saturday, January 30th. This is the only National buyers' organization in the housewares and home furnishings lines, and the presence alone of this group of men headed by such prominent leaders as W. H. Fergus of the Boston Store, Chicago; C. S. Maginnis, The Fair, Chicago; T. F. Stackpole, The May Co., Cleveland; Geo. E. Guest, Jordan Marsh Co., Boston; Geo. A. Booth, H. & S. Pogue Co., Cincinnati; W. R. Hume, Woodward & Lothrop, Washington; J. W. Boston, Famous-Barr Co., St. Louis; should assure a popular buying and selling market.

Czechoslovakia Ceramic Industry Active

Employment throughout the ceramic industry of Czechoslovakia is general, says Consul C. S. Winans, Prague. The industry is reported to be in good condition and, manufacturing a fine quality of the goods, has been able to secure many new markets and to hold them in spite of sharp competition. The Netherlands has purchased articles extensively, and recently a very large and new market has been established in the United States. The industry seems to be particularly gratified with its business with the United States, for it is believed that the fine quality of products has been the reason for maintaining this important outlet for manufactures.

Domestic sales are increasing and exportation is also showing a marked improvement. Large orders have been received from Argentina, one being for approximately 50 carloads.

HEADQUARTERS



Washington's Headquarters at Valley Forge

Here the "Father of his Country" set an inspiring example of courage and patriotism when the fortunes of the Revolutionary soldiers were at their lowest ebb. The house, built of stone, was a portion of Mount Joy Manor originally owned by Wm. Penn.

YEAR after year the most exacting judges of ceramic materials give the preference to those under the R & H trade mark.

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Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
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OTTO GOETZ, INC., *43 Murray St.*
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HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

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MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
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Encrustations on Imported China and Fine Decorated Glassware.

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Also appears with an ivory border under the name "Enchantment."

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AS THE EDITOR SEES IT

Eliminating the Boom and Slump in Business

The glass and crockery field as well as business in general, will watch with interest the outcome of a meeting of a group of more than two hundred representative men who will assemble in Washington, next month, for the purpose of mapping that vast field of commerce—domestic distribution.

These men, representing economists, editors, advertising and business men will trace the labyrinth highways and methods by which commodities find their way from the producer to the ultimate consumer. For the past year the National Distribution Conference, organized by the Chamber of Commerce of the United States, has been studying the methods by which transactions aggregating about $56,000,000,000 a year are carried on.

John W. O'Leary, president of the Chamber of Commerce of the United States, in an article in the next issue of the CROCKERY AND GLASS JOURNAL, states that over-production and over-buying is one of the chief sources of waste in distribution which is paid for "in the form of business stagnation or hard times."

At present there are no statistics to guide them and the manufacturer, the wholesaler and the retailer are obliged to grope their way depending largely on economic guesswork. "Fifty makers of kitchen tables," says Mr. O'Leary, "might decide, each individually, that their product will be in demand because of an apparent local scarcity and begin to turn them out feverishly with a resultant glut of the market and a decided slump in the kitchen table business. The same is true to some extent of every oth commodity or article."

The meeting at Washington will attempt to remedy t sort of situation by the means of available production a consumption figures.

Another flow of waste which the National Distribut Conference will seek to check is that of losses caused "unethical credit practices." According to figures ci there were 20,500 commercial failures in 1924 with l bilities of $542,000,000 of which between forty and fi were tainted with fraud. Losses due to credit frauds estimated at between $150,000,000 to $400,000,000 an ally.

Many other sources of waste will be delved into the main purpose of the conference will be to study problem of distribution—"the sum total of all practices a methods devised to meet in a highly organized civilizat the needs that were once met by simple roadside bart ing."

In seeking to chart domestic distribution the Natio Distribution Conference and the United States Cham of Commerce is taking a step in the right direction, stupendous proportions of which will, if the effort is any degree successful, go a long way towards busin stabilization in general.

Don't be so concerned over what people might th about you; the chances are they seldom think about you all.



A STORE BELOVED OF A COMMUNITY

By Norton B. Jackson

AWAY back in 1881 when East Orange, N. J., was a small rural community with a cobbled main street, flag sidewalks, gas lights, and horse cars re its chief transportation facility, a quiet little man Scotch ancestry was scouting about in search of a place which to open a store for the sale of notions and nslins.

After considerable search a place was nd at 576 Main street. It was 16 by feet in area and rented for eighteen llars a month and it was here that lph H. Muir embarked in a business ich has gradually developed into what day is "the Department Shop of the anges"—R. H. Muir's Department re employing 160 people, covering 00 square feet of space and occupying entire building.

So great in fact, has the store's exnsion been in the forty-four years of existence, that one expansion has n averaged in every five years until s year R. H. Muir, Inc., purchased e adjoining property at a record price f East Orange real estate. At present e two floors of the store are inadequate handle the growing business and anher expansion will soon be made.

Ralph H. Muir, although he still maintns an active interest in the business ich he organized, has retired from the management of e store and Arthur T. Muir, who has been connected th the store in various capacities ranging from errand y to his present position of manager since he was twelve ars old, is "carrying on" in his father's place.

"What are the principles upon which the success of e store is based?" we inquired of young Mr. Muir.

"I would say hard work off-hand," he immediately reed, "but my father has answered that question in a tter way. Here is a statement which he made some time ago," and young Muir handed me the following lines which lay in a folder on his desk:

"To deal with everyone with perfect honesty, offering only the most reliable of goods and at reasonable profit; taking the great pains to retain equally the confidence of our customers and our employees alike. A store will thrive just to the extent that it has the enthusiastic faith of its own workers."



Arthur T. Muir, Who Is Carrying on in His Father's Footsteps

Started Business With $500 Capital

CONTINUING the interview, Mr. Arthur Muir said: "Our business was started on about $500 capitalization, which was doubled in about six years. The business policy was always conservative, growth was the natural end of fair dealing rather than forced feeding," and the result, Mr. Muir expressed himself as feeling, "was the logical one for the method used."

The fact that the establishment of a crockery and glassware department played an important part in the development of R. H. Muir, Inc., came to light in the course of the interview.

"We were organized in 1881 at 576 Main street, East Orange, where we occupied but one-half of the store and sold only notions and muslins. Our next step was to take over the entire store and then about 1890 we moved to 559 Main street. In 1902 we made an important step when we bought out the crockery and glass establishment of Joseph E. Booth, at 563 Main street. We ran both stores separately, but they grew rapidly and it soon became necessary to find larger quarters. As a result of this we merged the two stores and in 1906 moved into our present quarters at Main and Prospect streets.

"This move gave the two stores a selling space totaling seventy-five per cent of our present space or 30,000 square

feet. Also it located us in what might be called the heart of East Orange."

It might be mentioned here that the Oranges are a high-class residential section in which reside a host of commuters whose businesses are located in New York and Newark. Here was a convenience for the housewife. Instead of traveling to the metropolis or Newark like her husband she had merely to phone or hurry over to Muir's and buy whatever was needed in the home and thereby save a great deal of time and trouble. Gradually the store has developed into a community institution whose slogan: "The Department Store of the Oranges," is familiar to every housewife in the section.

In 1920 another expansion was necessary and the building was enlarged to the rear giving an additional selling space on two floors and a storage and marking room on the third floor.

Crockery and Glass An Important Factor

JUST how important a part the sale of housewares and crockery and glass played in the success of R. H. Muir, Inc., may be realized from the fact that it was not until last year that apparel and millinery were added to the store's stock. Special attention is given to the store's hardware and housefurnishings department. Mr. George Bogie, buyer for this department, declared that "quality merchandise only" was sold here and that "a line with a name was favored."

Mr. Bogie is a great believer in sales. Recently he ran a sale of coat hangers, thirteen for a dollar, and succeeded in selling fifty cases in a little over a week. On October first, Muir's Toy Department had increased its sales 120 per cent over last year's total. But the big surprise came when Mr. Bogie told us that the store sold $4,000 worth of candles a year. "We sell non-drip, hand made candles," he said. "They take up less space in proportion than any line we sell. I order $1,000 worth at a clip."

So great has the growth of Muir's Crockery and Glassware Department been that it has been moved from an obscure corner in the store's basement to the most prominent part, alongside the stairway. As a result sales have increased twenty-five per cent over last year. Another factor in the expansion of this department has been the capable management of the saleslady in charge, Mr. Bogie declared.

Muir's "Department Shop of the Oranges" is characterized by an unusual home-like spirit—its appeal to its customers is strongest by reason of its genuine courtesy and interest and spirit of helpfulness which is shown by its organization to an unusual degree.

As Mr. Muir puts it: "We feel that the only person capable of judging the importance of a purchase is the customer."

Another point in the success of the store which Mr. Muir particularly stressed is the value of direct mailing advertising. "Our customers are from all the Oranges and also Maplewood, Glen Ridge and Montclair; a section like the apex of an 'A' whose legs are five miles Over fifty per cent of the people of this territor Muir's direct mail advertising and nearly twenty-fiv cent of the mailing list goes to 'charge' customers. W greatly in favor of direct-by-mail advertising."

Hold Frequent Demonstrations

R. H. MUIR, INC., have frequent demonstratio goods in the various departments of the store. also have a regular anniversary sale every fall a sale and quite a few others, all of which serve to a customers but the real secret of the success of this re able organization is best summed-up from a letter appeared in the store's house organ of recent issue. written by Arthur T. Muir to the store's employees. it is:

"Co-Workers All:

"At the Opening of the Autumn season the mess have for all of us is very easy to follow.

"Every good fortune carries with it an equal re sibility. The person who succeeds in any endeavor one who recognizes that responsibility, and meets shows his or her response-ability.

"We are particularly fortunate in one respect, ou tomers. There is, truly, no store within my know that has such a large proportion of such remarkably derful people who appreciate and use its services. in the Oranges and Maplewood and the Montclair s we have the finest of all the people who are drawn by York. They live with us, and trade with us, gladly cause they belong to us, as we belong to them.

"And there's my message. 'As we belong to them

"Our responsibility is to be worthy of the i these people have in us: To do their wishes chee and at once, not because we are paid once a week the money they leave here, but because it is a pleas serve, and an added pleasure to serve when the ser so thoroughly appreciated as is ours—by our friends

"Our response-ability—our ability to respond t confidence—is their only way of judging whether confidence in us is well-placed or otherwise.

"This Atutumn, and this Christmas season,—

"Let's show them!

"ARTHUR T. MU

Dinnerware Smuggler Escapes

Charged with smuggling dinnerware and other li ceramics into the United States from Mexico, Hawk, formerly of Youngstown, O., after being a by Federal authorities, leaped from a moving pas train, while enroute from Seattle, Wash., to Texas, he was to be placed on trial. It is said here that "shooting" oriental ware across the border had be develop an active business when detected by age the Department of Justice. Hawk was for some actively engaged in the real estate business in Y town, and at one time was President of the Ohio ciation of Real Estate Boards.

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX
Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Depreciation—(Continued)

(This is the thirteenth installment of a series of Accounting Talks conducted for readers of CROCKERY AND GLASS JOURNAL)

IN my last article I advised that in order to start a systematic plan for "Depreciation" all depreciable Assets, such as building, Machinery, Plant, Furniture, etc., be set up in the books at their relative value of the starting date.

This is accomplished by means of the Journal and an entry is made as follows:

Debit each individual account of these depreciable Assets.

Credit the total of all Debits to the Investment or Capital Account. Be sure to explain the reason of the entry somewhat like this:

To set up all Depreciable Assets at their current value as of (Date).

New acquisitions are charged directly to the respective Asset Accounts.

Next you must determine the ratio of Depreciation. Some firms are in the habit of calculating Depreciation, on a monthly basis, others do it only once a year. In principle both practices are alike, in cases of monthly "Set ups" the annual percentages should simply be divided into twelve parts and each one twelfth thereof be used as the monthly ratio.

The "set up" of Depreciation, is made through the Journal and if on an annual basis, is usually the last entry before closing the books for the year.

This entry represents a Debit to the Depreciation Expense Account, and a Credit to Reserve for Depreciation, itemizing each component part and giving the percentage of depreciation used.

The result is obvious: The Debit entry represents a loss item, thus reducing the net profits for the year, and the Credit entry represents a "Liability" in the form of a "Reserve" Account. This latter entry, consequently, acts as a partial offset of the "Asset" Account by the depreciated amount.

It must be borne in mind that the percentage of annual Depreciation taken should be reasonable, and must stand a fair explanation to the Tax Department.

(Continued on following page)

The great mid-year market of the gift, china and glass trades

—

Feb. 1 to 6
HOTEL SHERMAN
CHICAGO

Make Reservations Now

Early applicants for rooms get the best locations.

Arrange now for your space so that you will be where the buyers come next February.

This market affords an exceptional economy to buyers—hundreds of diversified exhibits permit the buyer to make selections in a minimum of time at a maximum saving.

Address The China Glass and Gift Association
Room 501—10 South La Salle Street Chicago

CHINA, GLASS *and* GIFT SHOW • February 1 *to* 6
HOTEL SHERMAN • CHICAGO

NEWS NETS

IT will indeed be regrettable news to a wide circle of friends in the trade to learn of the serious illness of John Plummer, the well known china salesman, who was stricken last Friday afternoon while at business, at the salesroom of A. J. Fondeville & Co. He was taken to his home in Brooklyn and was in a serious condition for several days, but as we go to press, we are glad to report that he is showing considerable improvement. His physician insists upon his having absolute quiet until he is further on the road to recovery, hence no one is yet allowed to see him.

Carl Meyer, Sr., and Carl Meyer, Jr., of the Lewis & Neblett Co., Cincinnati, are spending the week in New York planing orders for china and glassware.

Harry S. Clarke with B. Tomby & Co., left last Thursday for Chicago. He will take in the larger jobbing centers on his return trip.

James J. Temple, one of the trades best and most favorably known china salesmen, has been engaged by B. Tomby & Co., importers, as a special sales representative for the firm. Mr. Temple will divide his time between the New York office and traveling.

Eugene Fondeville, head of A. J. Fondeville & Co., slipped away from the cares of business this week to enjoy a few days hunting at Buskhill, Pa.

Geo. S. Brush of the Brush-McCoy Pottery Co., spent the latter part of last week in New York attending to special business for his firm.

J. M. Payne, Jr., president and general manager of the Dunbar Flint Glass Corp., Dunbar, W. Va., visited New York on Tuesday and Wednesday of this week to talk matters over relative to local business with his representative here, E. W. Hammond. He left for home Thursday.

Salesmen's Association Elects Nine Members

At a meeting of the Board of Management of the Pottery, Brass & Glass Salesmen's Association, held last Thursday at the Crockery Board of Trade Rooms, nine new members were elected.

They were Wm. Henry Schreiber, salesman with Koscherak Bros.; Louis B. Klein, and Fred B. Hoffman, salesmen with Morimura Bros., all recommended by Wm. H. Schreiber; Albert Wesley Schuneman, of Schuneman & Evans, St. Paul, Minn., and Fred'd W. Herbeck, salesman with Guerin-Pouyat-Elite, Ltd., recommended by Thomas Smallwood. Reynale Timothy Pickering and Carl Bantel, salesmen and bookkeeper, respectively, with Maddock & Miller, Inc., recommended by Wm. H. DeMars; Robt. Odell, salesman with D. King Irwin, recommended Mr. Irwin and Frank C. Gelb, assistant buyer for Gim Bros., New York, recommended by Lee Schoenthal.

The special meeting for the nomination of officers the association for the ensuing year was set for Novem 17th, while the annual meeting for the election of offic will be held on Decembmer 10th.

The date for the annual banquet has been definitely for Thursday evening, February 11th, in the North B Room of Hotel Astor.

Pasmantier Gets Brush-McCoy Line

John L. Pasmantier & Sons, 5 West 20th St., Ne York, were appointed last week New York represent tives for the Brush-McCoy Pottery Co., Zanesville,

This factry of which Geo. S. Brush is general ma ager and sales manager, manufactures a strong li of art pottery, mixing bowls, kitchen specialties pottery, etc., being one of the best known and mo progressive concerns in the business.

In making room for the display of the line t Pasmantier's are again making extensive changes a alterations in their salesroom. Most attractive ne fixtures have been installed which show the sampl off to the best possible advantage.

With the acquisition of this line, the Pasmanti concern have two important factories, the other bei the Crooksville China Co., which they have repr sented for some time. In addition to this they ha their own decorated dinnerware line as well as bei wholesalers of other lines.

Accounting Problems

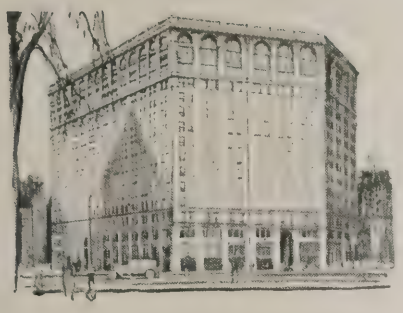
(Continued from page 15)

It can be readily seen that a temptation for evasion taxation may cause you to write off too much depreciati by increasing the Loss Account "Depreciation" to an u reasonable figure. You are specially warned not to e ceed a "reasonable" percentage. The tax department, all such cases, orders a correction of these excess dedu tions and is very strict in its demand for a reasonab and sound percentage of Depreciation in calculating i come tax.

The experience of Depreciation is different in the va ous lines of business, and is naturally the result of a estimate of the Life of a Depreciable Asset. The be thing to do therefore is to study these assets and to pr pare a budget of their "useful life."

For enterprises, where the Depreciation represents large sum it is advisable to create a "sinking fund" whic may, partly or fully, cover the amount of the "Depreci tion" taken. This fund is created by maintaining a sep rate bank account for the emergency of "Replacement which until used represents an "Asset of the firm."

Next week: Insurance and Insurance Registers.



National Leaders Gather Here

IN NEW YORK, the really big leaders in housewares maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

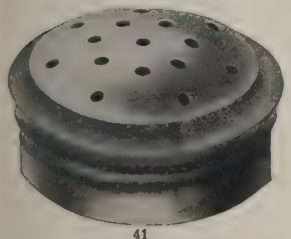
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41



2335

Collins & Wright, Inc.

Est. 1838

5509 Butler St. **Pittsburgh, Pa.**



18



60 Boston



26 Sugar



57



27



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Glass Factories Working on Normal Schedules

FLINT glass factories in this and outlying districts are working on normal schedules, with seasonable production being recorded in all plants. Here and there manufacturers report that certain lines are oversold for the current season, and that many orders for particular items will have to be held over for early delivery in 1926.

The demand for blown and stemware lines, and also decorated lines of blown ware is exceptionally active, all distributors being interested at this time in having sufficient stocks on hand for the early holiday trade.

Shipments of these lines during November gives every indication of being exceptionally heavy. Factory records disclose that October shipping records went ahead of those of September, and November being the pre-holiday month, distributors who placed advance orders will have all goods shipped before December 1.

Staple lines are in very good movement, and the smaller dealers are ordering liberally of these items. This is especially true of the small town distributor who orders through jobbers. Heavier orders for staples from the jobbing interests shows that the local demand for this line is good.

Decorated glassware is in exceptionally heavy request, and all such factories are on full production. Retail department store buyers, gift shops and jewelers have been very much interested in this class of merchandise, and the volume being sold this season is declared to be quite in advance of the business for the corresponding term last year.

Factory production of all lines of flint glassware will continue active throughout the balance of the year, manufacturers have indicated.

The movement in electric portables and similar lighting goods lines has a decided upward tendency, this being based upon the increased volume of business the manufacturers of these lines are receiving. And it is a seasonable demand. Distribution of stocks is declared to be over a wide territory, it being disclosed that dealers everywhere are ordering in a liberal manner and anxious to have a reasonable assortment on hand when the holiday season opens.

Boudoir lamps are also in active demand, those of popular price being in excellent request.

The Frank & Seder Department store, Pittsburgh, held a special sale of floor lamps last Saturday, a special was featured at $14.95. The lamp had a Polychrome base with a new beaded glazed cretonne shade. The specialty h a large sale, especially among out of town customers, it announced.

Announcement has been made by the Monogah Gl Co., Fairmont, W. Va., of the appointment of Em G. Ackerman, formerly of Kendallville, Ind., as prod tion manager.

Fire of undetermined origin caused a loss estimated $25,000 at the plant of the Lippincott Glass Co., Al andria, Ind., a few days ago. The blaze swept the wa house, and in addition to gutting this building consid able finished stock was also damaged. Following ins ance loss adjustments, the company will go ahead w reconstruction plans.

The Schram Glass Co., manufacturers of jellies a tumblers, with factories at Hillsboro, Ill., Sapulpa, Ok and Huntington, W. Va., have begun the erection of addition to their Huntington factory at a cost that w run close to $50,000. A large production at the Hu ington factory is proposed, and extensions will result o other departments. The number of employes at this sh will also be increased as soon as the improvements e completed.

Information has been received here by factory sup houses of the organization at Chattanooga, Tenn., of Independent Glass Co., with a nominal capital stock $10,000. The company has been formed by Cha Forbes and Edgar Hill.

Considerable amount of glassware has been ordered by the larger mail order interests, who have distribut warehouses located in different parts of the coun Shipments to these distributing houses have been qu active during the last few weeks, and this is taken to m that local demand has been increasing. Most active in connection have been the Montgomery, Ward Co. and Sears, Roebuck Co.

Although during the last decade there has been a dec in the demand for chimneys, and not near as many f tories featuring the line now as formerly, those who re continuing in this production have been compelled beca of business reasons to make a slight advance in their sell lists. Market conditions are different today than sc years ago, when the late William Patterson, then w the Star Glass Co., Star City, W. Va., said: "m not selling chimneys. I'm selling the package and giv the chimneys free."

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TRUE PAPER WHITE GRANDIFLORA



BULB GROWERS

For Growing in Bowls with Water, **per 1,000—**

First size Bulbs, 13 ctm., packed 1250 to case **$19.00**

Mammoth Bulbs, 14 ctm., packed 1000 to case **$22.00**

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Highland .....plain
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Carrollton, Ohio
14 Kilns

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Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

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Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



More New Shapes Than Ever for 1926

BUYERS of dinnerware will view more new shapes next January than ever before during the same period. The possibility of this situation was discounted in this section some months back, but as the season advances, indications point to probably a dozen new shapes being placed on the market within the next eight weeks for first quarter delivery in 1926. The situation was not always as it now appears. Manufacturers heretofore issued a new dinner shape in occasional years, and in some instances the same shapes have been continued for a long period of years. But this season there is a desire on the part of many dinnerware manufacturers to have a new shape for 1926. Those manufacturers who propose to feature an ivory porcelain body during 1926 will have new shapes, and a number who will continue the semi-porcelain white body will also show new shapes. This means that some of the present shapes are to be discontinued but to be replaced by the new offerings. Modlers have been quite active during the last few months designing new shapes, and it is related in the district this week that another new shape may be announced by a leading concern, although this particular shape has not been definitely decided upon. Market conditions are such, so some manufacturers disclose, that the present situation warrants the presentation of new shapes. This is taken to mean that the market will be stimulated by an increased demand for domestic lines. All of the new shapes will be presented with a new line of treatments, both borders and sprays.

A. P. McPherson, sales manager for the Dresden Pottery, has been making a special trip over the territory, showing the new "Apollo" dinner shape of this firm. Several decorations which the company will feature on this shape next season are being shown by Mr. McPherson at this time.

Homer Laughlin Co. to Feature Ivory Body

Announcement has been made that the Homer Laughlin China Co. will feature an ivory body in 1926, and a new shape for this featured body has been designed. The company will convert its No. 5 plant in Newell, W. Va., into the production of the ivory porcelain body, and for several weeks the shop will be idle in certain departments while arrangements are being perfected to make the new body, and changing over from the semi-porcelain white. The new body was developed by the research department of the plant, which is headed by A. V. Bleininger, chairman of the Research Committee of the United States Potters' Association, and who for many years was associated with the Ceramic Division of the United States Bureau of Standards, both at Pittsburgh, Pa., and Washington, D. C. Many new and exclusive decorations will be featured on this new ivory porcelain body of this firm, and deliveries will be possible early in 1926. Other plants of the Homer Laughlin Co. will continue in semi-porcelain whiteware production, and with an added feature to the large line of this company, it is assured that steady production in all plants will be maintained during the new year.

Harry Bailey, of the Bailey-Walker China Co., of Bedford, O., has returned to his desk after spending several days in the local district last week on business. Mr. Bailey was for many years associated with the industry here before going with the Bedford company, which is making a special feature of hotel china.

Frank Judge Predicts Big Year

"It is our opinion that the generalware pottery industry will be very active throughout 1926," observed Frank P. Judge, Jr., sales manager for the National China Co., Salineville, O. "The industry has had its ups and downs during the last year, but from what we have been able to observe, the industry as a whole will be going pretty steady during 1926. Increased activity in other lines is being noted; demand for steel is increasing; railroads have begun to order for 1926 delivery, all of which will be bound to reflect to the benefit of the dinnerware trade. This is why we're preparing for the most active year in our history."

"Pete" Rinkin, buyer of dinnerware for the Boston Store, Chicago, accompanied by his son, Bert Rinkin, spent several days in the district last week. Mr. Rinkin was interested in merchandise for early delivery, and at the same time he anticipated some future requirements.

Ceramic Course Attracts Students

Over 60 have enrolled in the class in ceramics which has just been started in the East Liverpool High School, the majority being employes of the different potteries who are interested in "stepping ahead." Classes are held Monday and Thursday nights weekly, and twelve week's courses have been outlined. Instructors are affiliated with the Ceramic Department of Ohio State University. From time to time lectures will also be given during classes by those now in charge of research departments of the local pottery plants.

Production of dinnerware in the Minerva, O., district, where the two plants of the Owen China Co. are located, shows that output is considerably ahead of what it was even a few months ago. Since these properties were placed

(Continued on page 30)



A Positive Sales-Maker

Especially Effective

at

Holiday Time

AN actual scarlet-colored Utility Jug, mounted on this striking scarlet and black display card immediately suggests itself as

A Christmas Item With An Irresistable Sales Appeal

Brief explanatory matter convincingly explains the salient features of the Utility Jug and its scientific design to end the faults ordinarily found in all other jugs and pitchers. The Utility Jug is drip proof and leak proof. It has a self-contained strainer and a patented lid which doesn't fall off while the liquid is being poured. Sponsored and profitably sold by the country's leading gift shops and department stores as *the ideal receptacle for serving tea, coffee, milk, iced drinks, waffle batter, syrup, etc.* In 17 popular patterns and colors, from 2 to 8 cup sizes.

Anticipate Your Holiday Needs Now!

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24 West 23rd Street New York City

THE
Utility Jug

An Entrancing Novelty

A Practical Utility



Our No. 39 Breakfast Set

Consists of 39 pieces as follows: 6 each, grape fruit or oatmeal dishes, cups and saucers, 9 in. plates, 6 in. plates (bread and butters) 9 oz. goblets, 1 sugar and cream set, 1 10½ in. service or cake plate. Made in crystal, amber, green and blue glass.

Also suitable for luncheons and teas. Just the item you need to liven up sales. Going well wherever shown.

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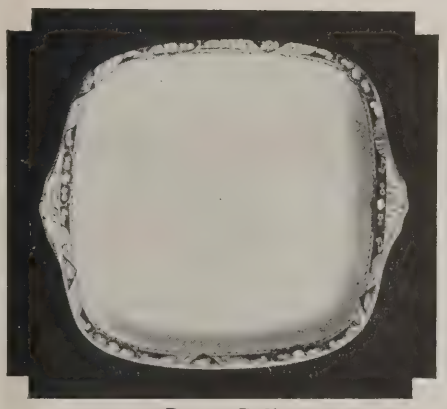
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1422 E. Marquette Rd.
CHICAGO
W. R. Renouf,
EAST LIVERPOOL

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

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Himmelstern Bros.,
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Pattern D 61

"Satisfied Customers Keep Us Busy"

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U. S. A.

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CROOKSVILLE, OHIO
Main Office and Factory

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Representative

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J. E. Boring
Representative

Dishes That Won't Break Sought in Federal Tes

Hotel and Restaurant Owners, Who Invest Millions in Crockery, Cooperate in Experiments

THE American Hotel Association, restaurant keepers, and the United States Army have been gathering statistics on the cost of the breakage of dishes.

These figures show that dish destruction is one of the most costly items on the account of American hotels. One Eastern hostelry of international repute spends $60,000 annually for dishes and glassware to replace those broken.

A Way to Prevent the Breaking of Dishes?—



Don't Drop Them!

A Chicago hotel reports it spends $35,000 each year for imported chinaware alone. Hotel and restaurant managers say that they must allow for breakage of 20 per cent of their dishes each year. Those who have studied the situation say that if the losses from dish breaking of the public dining rooms in the United States could be tabulated the total would run into the millions of dollars. Breakage in homes was not computed.

The Hotel Association is now cooperating in experiments at the Bureau of Standards ceramic laboratory to find a way to make dishes that will be less easily breakable. The army, before the agitation of the Hotel Association, sought to learn of better specifications for crockery. To make the present experiments productive of the widest possible benefit to industry, the scientists have include exhaustive test of glass—windod glass, plate glass shelf glass. Architects, engineers and builders are wa ing these experiments.

Glass Testing

A machine to test glass has been constructed that is pable of exerting a pressure of 100,000 pounds. It i built as to smash pieces of the most resistant wire g A special pressure-measuring gauge keeps track of power necessary in each case to break the glass. App tus contrived for determining the wind pressure on win glass may produce results of value to architects. glass is subjected to water pressure so regulated tha duplicate the vagaries of strong winds.

Strips of all kinds of glass used in the arts and in tries are also subjected to strength tests. A saddl suspended over the unsupported middle of the glass. saddle is connected with a swinging arm similar to the dinary scale arm. A standardized bucket is placed on far end of this arm, so that it will catch all the shot flows from an adjoining shot tower when the gat opened. The shot pouring into the bucket that rests the scale beam, which in turn is fastened to the sa exerts a constantly increasing strain on the glass. W the glass breaks the shot bucket drops and hits a tri that automatically stops the flow of shot. The transv strength of the glass is determined in this way.

Frederick Loeser Appoints Moses China a Housefurnishing Manager

Leo C. Moses, for a number of years china buyer Frederick Loeser & Co., Brooklyn, has been promote the position of merchandise manager of china and ho furnishings. Sam W. Sloan, formerly assistant, will as buyer of housefurnishings and M. J. Regetz as buye china. Frank S. Mills, for over 20 years housefurnis buyer for Frederick Loeser & Co. has retired to tak well earned rest.

Western Plants Working Full Time

There are a few plants in the western territory that not working full time, but schedules are being better m tained now than for some months. Mail order ho have been active buyers of special sets during the few weeks, while the large syndicate stores have also buying actively, and ordering the usual volume on tracts. Activity is quite pronounced in all potteries 1926 lines. Advance pieces of new shapes have been through the kilns and sent to the decorating departme and in some instances portions of the new lines are to be viewed in the factory sample rooms. Some b ness has been booked for first quarter delivery, but refers in the main to merchandise wanted for January February. This is especially true with reference to department store trade.

MERCER HOTEL WARE

A Unique Product

Announcing

6 NEW PATTERNS
in Brilliant Colors

NOW READY FOR FALL SHIPMENT

Write for samples

MERCER POTTERY COMPANY
TRENTON NEW JERSEY

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

LET US TALK TO YOU ABOUT YOUR ADVERTISING.

ROBERT RAWSTHORNE COMPANY

ARTISTS : PHOTOGRAPHERS : ENGRAVERS
PRODUCERS OF DISTINCTIVE ADVERTISING
"Pittsburgh's Complete Advertising Service"
HEBREN BUILDING AT EIGHTH AND PENN
PITTSBURGH, PA.

"Princess Dinnerware"



Illustrating our No. 310 Open Stock Pattern. One of many "live sellers," shown on the attractive "New Princess Shape."

The Smith-Phillips China Co.
EAST LIVERPOOL OHIO
J. W. Mackey, *Sales Manager*

Eastern Representatives
PHILLIPS, THISTLE & SMITH, INC.
1107 BROADWAY, NEW YORK

Foreign Countries Buying More American Goods

BUYING of American merchandise by foreign countries pretty generally is on the increase, as brought out in an analysis of the country's world trade by the Foreign Commerce Department of the United States Chamber of Commerce. More than 80 per cent of America's best customers purchased more goods here in the first half of the present year than in the same period during 1924.

"In fact," says the Chamber's analysis, "among the 29 leading markets which spent more than $10,000,000 for American merchandise, only five—Japan, China, Sweden and Peru—made smaller purchases, and the declines of India, Sweden and Peru were insignificant, 6 per cent or less.

"Our best market during the first six months of 1925 was Great Britain, the purchaser of one-fifth of our total exports. She also made the biggest dollar gain of all our customers, $90,000,000, or 23 per cent, over last year. Canada, whose purchases fell off during 1924 and the first quarter of 1925, has again swung into the increase column with a gain of $24,000,000 in six months, or 8 per cent. Germany, third best market, also made a gain of $24,000,000 or 12 per cent. The purchases of France, fourth in rank, increased $7,000,000, or about 6 per cent. Our fifth leading market, Italy, made the striking gain of $32,000,000, or more than 38 per cent. Exports to Cuba, our sixth largest market during the first half of 1925, were $6,880,000, or 7 per cent, greater than a year ago. Mexico's gain amounted to $11,758,000 or 19 per cent, giving our neighbor eighth place, a higher rank than at the end of March. Just slightly below Mexico is the Netherlands, with an increase of $14,800,000 or 28 per cent. Argentina, the tenth leading market, as compared with twelfth a year ago, made the striking gain of $17,771,000, or 34 per cent.

"Other noteworthy increases among the 30 leading markets included Belgium, who increased her purchases from us by 22 per cent; Brazil, with her striking gain of 50 per cent; Russia, gain 73 per cent; Denmark, gain 24 per cent; South Africa, gain 23 per cent; Turkey, gain 83 per cent; Gibraltar, gain 289 per cent; Colombia, 49 per cent; Chile, gain 23 per cent; New Zealand, gain 24 per cent; Norway, gain 51 per cent; Venezuela, gain 27 per cent; and Greece, gain 115 per cent.

"Although exports to Japan for the first half of 1925 were $33,885,000, or 26 per cent, lower than for the same half of 1924, the decline was somewhat less than at the end of March of this year. This was also true of China's decrease of $20,000,000, or 30 per cent. In other words, the trade the second quarter of 1925 held up well. Exports Sweden for the six months were off only $563,000 or le than 3 per cent. British India's decline was $1,044,00 less than 6 per cent; while Peru's decrease was only $535 000, or 4-6 per cent.

"American purchases in foreign markets were also cor siderably larger during the first six months this year tha during the first half of 1924. Few of our 65 chief source of supply failed to reap the benefit of our increased buyin largely of raw materials. Canada was our leading sourc of supply during the first half of 1925, with Great Britai a close second, both selling us more than they did a yea ago. Canada's increase was nearly $9,000,000, or 4.5 pe cent and Great Britain's was $41,112,000, or 26 per cen Japan, our fourth chief supplier, showed a small gai $4,639,000, or 3 per cent. The increase in the price o rubber was the chief factor in the striking increase in th value of our imports, from our fifth supplier, the Strait Settlements, amounting to $39,000,000, or 49 per cent

"Imports from Mexico, sixth among our sources o supply, made the healthy gain of $18,000,000, or 21 pe cent. Brazil, our seventh supplier, made a gain onl slightly larger than Mexico, $19,213,000, or 26 per cent Unsettled conditions in China, eighth supplier, failed t stem the tide of the goods sent us, for she made the strik ing increase of $29,391,000, or over 48 per cent. Import from British India were higher by $18,453,000, or 39 pe cent, than a year ago. Our tenth chief source of supply France, made a gain of $4,238,000, or 6 per cent.

"Other noteworthy gains among our important market ing centers abroad were Italy, 59 per cent; Dutch Eas Indies, 39 per cent; Australia, 44 per cent; Egypt, 35 pe cent; Sweden, 29 per cent; Greece, 44 per cent; Ceylon 44 per cent; New Zealand, 72 per cent; Uruguay, 177 pe cent; Portuguese East Africa, 243 per cent; Dutch West Indies, 112 per cent; Kwantung, 118 per cent.

The foreign trade of the United States took a jump during the first six months of the year, exceeding in value the total for the same period in any previous years except the war years of 1917 and 1918 and the post-war years of 1919 and 1920. This fact was made known to-day in the semi-annual analysis of America's world trade by the Foreign Commerce Department of the United States Chamber of Commerce.

"Exports," said the analysis, "during the six months period amounted to $2,364,000,000, about 13 per cent. increase over 1924; and imports totalled $2,067,000,000.

American merchandise is more than holding its own in foreign countries. This is shown in the accompanying analysis of this country's world trade by the Foreign Commerce Department of the United States Chamber of Commerce. Figures are cited showing that more than eighty per cent of Uncle Sam's best customers bought more goods during the first six months of 1925 than during a corresponding period a year ago.

APPEAL *to a* WOMAN'S LOVE *of* FINE THINGS *to sell* HEINRICH DINNERWARE

No. 9573, Cavalier shape. Women like the superior HEINRICH ware. This pattern has 13 beautiful colors, accurately applied and pleasing in effect. Half matt gold handles.



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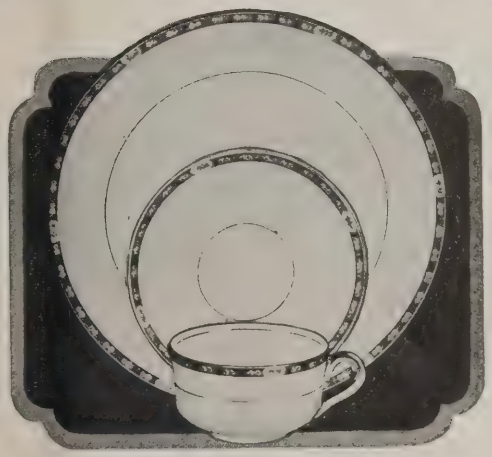
No. 723 Bridge Sugar and Cream Set

HERE'S another great popular-price sales proposition. A right-to-the-minute individual sugar and cream set on an appropriate basket tray with six-inch handle. Made of pot glass, pressed in specially designed moulds and nicely finished. Quantity lots at a surprisingly low price. Write us today.

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NEW MARTINSVILLE, W. VA.

National Quality



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Complete line of new decorations on display by the following representatives

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E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
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Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.

Salineville, Ohio

Preparing for the Holiday Trade

Shoppers Who Like to Give Useful Tokens Visit Housefurnishing Sections

By Beatrice Miller Wisner

ADVANCED preparation is displaying Holiday gifts in the New York market denotes expected early Christmas trade. The shopper who has a tendency for giving useful tokens will have a splendid opportunity to choose suitable remembrances for the culinary department in the large assemblage of cooking devices and labor saving machines shown in the housefurnishing sections of many of the prominent stores. In the glassware and china departments, there is a gorgeous collection of colored glassware, and white crystal, and lovely new patterns in dinnerware and tea sets, of American and European manufacture, which would tempt the most conservative pocketbook. Lamp departments are also well stocked with the newest designs in lamp shades, and beautiful lamps of pottery and metal, in the prevailing decorations, are conspicuous among the number of inducements for the Christmas season.

Realizing the growing demand for chinaware and artistic table and decorative glassware, James A. Hearn has opened a special department devoted to these wares. The department houses a fully stocked assortment of dinner sets, tea sets, luncheon sets, and all the necessary dinner service equipment, with beautiful glassware, and ornamental vases, both of imported and domestic manufacture. Imported china cake sets, beautifully decorated; platter with six plates, at $1.95; imported luncheon sets, of 43 pieces at $9.95; specially priced dinner sets at $21.95; 100 piece Limoges dinner sets, at $46.75; English teapots at 97 cents and $1.47 according to size; Tokonabe vases, at $1.95, relate some of the outstanding values at modest prices. An attractive window display artistically decorated with large floral designs at either side, featuring some of the beautiful glass, dinner sets, tea sets and odd pieces of pottery and glassware, gives the passer-by something to think about when in search of useful and decorative Christmas gifts at popular prices.

Ovington's the "Gift House of Fifth Avenue," has caught the spirit of the day in an unusually attractive window featuring Hallowe'en specialties. Numerous orange colored candles are placed at the bottom of the window in small candlesticks amid real autumn leaves, which lend an outdoor atmosphere to the window setting. Cornstalks en masse, with huge branches of leaves and small pumpkins placed amongst them, give to this unique window dressing a truly spooky and significant appearance. Ichabod Crane might well be lurking near or peering out from behind the autumn foliage so realistic is the arrangement and effect.

In choosing acceptable gifts for men, there is a disposition to lean toward the "weed," for perhaps nothi pleases the masculine heart more than a useful recepta for tobacco. Arnold Constable & Co. has recently i ported some exceptional English smoker's specialties whi have been especially selected for Holiday gifts. On ash trays, Royal Doulton and shagreen finish at $8.75 $18.75, some with hunting scenes, and others in brig colors; blue, red and orange with gay flower decoratio and tobacco jars in many significant designs, from $12. to $35.00 unite to complete the group of interesting smo er's articles.

For the feminine lover of novelty perfume bottles a dresser accessories there is plenty of choice in fine windo display of these articles at Lord & Taylor. These bea tiful bottles, atomizers, powder boxes, cigarette trays, et are of exquisitely cut white glass, mounted in dull g filagree work. The variety consists of three and four b tles in a group of one holder, and many styles of uniq atomizers, both large and small sizes. Trays with mirr and lace underlay bottoms, are also beautifully mount in gilt, and dainty bureau articles are among the fi collection which are gracefully placed about the window black velvet draperies, making an attractive window a rangement.

Among the specially priced lamp bases shown by Gimb Brothers, are juniors in polychrome finish and wood bas finely finished in attractive designs, priced at $4.6 These constitute only a few of the many delightful mode being shown in the lamp department which is aglow wi exquisite lamp shades and new types of lamps, torchie and illuminating specialties. In the glass and china se tion on the same floor, beautiful stemware with wide go encrustation at the modest price of 69 cents each is di played on special sale in a variety of shapes for table ser ice. This department is a noteworthy exhibition of gla and china both of imported and domestic manufactu which might grace the most exclusive dining table. E quisite Royal Doulton place plates, recently imported, re resenting many exclusive decorations, priced from $1.95 $13.50 each are also enticing inducements in the china a glass shop of the fifth floor.

Why not bring cheery notes and warbling song to t home during the shut in days of winter. R. H. Macy Co. are offering some specially selected songsters from t Hartz Mountains in fine singing shape. The prices f these splendid birds is $3.96 each, and the colors are eith

(Continued on page 30)

ARTISTIC 15331 PIECES



Pictured above are cheese and cracker set, lily vase, high foot comport, dahlia vase, fruit bowl and salad plate. These are typical of the spiral optic 15331 line, available in green, amber and canary. Write for illustrations and prices.

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ONE COMPLETE DINNER SERVICE

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SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

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AMERICAN BUYING OFFICE IN GREAT BRITAIN

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A reliable service to Buying Departments ot non-competitive American Importers of General Merchandise (Wholesale or Retail) including packing, forwarding, shipping, consular, insurance, banking and general commission agent.

The service does something more than pay for itself, otherwise it could not remain in existence

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312
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CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

To Hold National Housewares and Home Furnishing Show, January 18-30

Interesting developments in the home furnishing trade are reported from Chicago, resulting in the transfer of the third National Housewares and Home Furnishings Exposition from the American Exposition Palace (American Furniture Mart) to the Hotel Sherman, for two big buying and selling weeks, January 18th to 30th, inclusive.

The dates selected were set back thus far in the month of January to avoid conflict with the Pittsburgh show, which opens two weeks previously.

Open booth spaces on the mezzanine floor, as well as exhibit rooms, are provided for in the general plan.

Executive offices of the National Housewares and Home Furnishings Exposition have been established in Room 438, Otis Bldg., 10 S. La Salle St., Chicago.

The O'Cedar Corp., 4501 S. Western Ave., suffered small loss by fire last week. Building and contents were covered by insurance.

Ready for Shipment--



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Triangle 1000

Burley & Co., 7 North Wabash Ave., is holding eighty-seventh anniversary. At these shops, Chicag friends could have selected gifts for the wedding of Abr ham Lincoln and Mary Todd. The Burley Shops we founded in 1838. The purpose of this sale is to enab the customer to select Christmas gifts before Decemb prices prevail. Patrons having charge accounts can ha these purchases charged on their January 1st bills. The selections will be packed in gift boxes. Goods will not held for later delivery and no exchanges made or retur accepted. Offerings included all lines of china, glasswa lamps and art goods.

Sears, Roebuck & Co. announced the opening of tv more retail department stores on Monday of this wee One store is located on the south side at 79th street a Kenwood avenue, and the other northwest at Lawren and Winchester avenues. They are offering as specia reading lamps, complete with pleated Georgette shade of antique gold metal leaf finish bases, at $7.85 and $13.5

Featured by Straus & Schram, this week, in their A nual Thanksgiving Sale, is a Lamp Sale. Wrought ir stands in polychrome colorings with hand painted effe glacé shades are offered at $9.95, $12.80, $13.25 a $14.75.

The Three New Wieboldt Stores are offering home fu nishings specials this week. Featured are enameled roas ers priced at 87c, O'Cedar mops at 88c, and Wear-Ev aluminum oblong shape roasters, priced according to siz at $3.95, $4.95 and $5.95.

Chicago department stores offered a variety of specia in lamps, china and glassware, and home needs this wee The Fair featured savings on home needs, including bi cages, window ventilators and table tops. The Bost Store offered 100 piece imported Nippon china dinn sets decorated with coin gold handles at $27.95; thin, pu white transparent 100 piece imported china dinner set gold lined with ivory band and rose medallions at $25.9 and 32 piece luncheon sets at $2.69. The Boston Store eighth floor sections offered timely houseware needs i cluding bird cages, kitchen sets, clothes baskets, roastin pans, etc. Table lamps with base of floral decorations black backgrounds, complete with Georgette shade, price at $14.95, and bridge lamps of polychromed stand a Georgette shade at $7.95, were offered by Hartman's th week.

Mandel Brothers this week featured sterling silver deposit glassware with design of lily of the valley sprays, including bowls, vases, candlesticks, sandwich trays, mayonnaise bowls, sugar and cream sets, etc., in amethyst, amber, or dark blue at $1.45 each. Bridge lamps with organdie shades silk lined with ribbon ruching and base of antique gold finish metal were offered by this store at $45; junior lamps with oxidized finished metal base at $3.50; 100 piece American semi-porcelain dinner sets at $2.50; and 100 piece dinner sets from France, Czecho-Slovakia, Bavaria and Japan in ten distinct styles at $3.50. Hillman's offered 100 piece dinner sets of American porcelain at $15 and six piece mixing bowl sets of yellow glazed pottery at 97c per set.

Montgomery Ward is continuing to show record-breaking sales, according to reports. October business ran 15 per cent ahead of the same period last year. It is estimated that sales for the entire year should run about 12 or 13 per cent higher than 1924, or a total of $182,000,000, against $162,715,494 of last year.

The Inland Glass Works suffered a small loss from fire October 21st. Insurance was carried on contents and building, at 6101 W. 65th St.

The Restaurant Supply Co., at 665 S. State St., was recently incorporated with a capital of $25,000 by Louis Perlman, Sam Horwitz and Morris Perlman. The company will buy, sell, exchange, manufacture and deal in chinaware, glassware, kitchen utensils, etc.

The American Picture Frame Corp., 1701 N. Ashland Ave., was incorporated with a capital stock of $10,000 last week. The owners, J. A. Johnson, Edw. J. Sherlock and Samuel B. Lutz, will manufacture and deal in picture frames, picture frame moulding and general moulding.

Careful About Addresses, Anyway

The two commercial travelers were discussing the careless way in which trunks and suit cases are handled by some railway companies.

"I had a very cute idea for preventing that once," said one of them, smiling reminiscently. "I labeled each one of my bags 'With Care—China.'"

"And did that have an effect?" asked the other.

"Well, I don't know; you see, they shipped the whole darned lot off to Hongkong."

Persuasive Publicity

"Yes, publicity has been developed into a fine art," remarks the Ohio State Journal, "having reached the point, for instance, where it can convince a man who has one two-pants suit to his name, and who never goes anywhere anyway that he needs a wardrobe trunk of the latest model."

WHAT TO BUY AND WHERE TO BUY IT IN — CHICAGO — A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 8497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

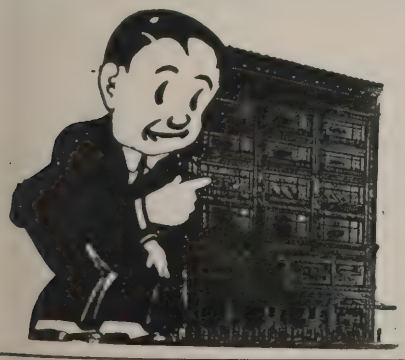
IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Shepherd Co.
National Glass Novelty Co. Wood-Art Co.
Quaker City Cut Glass Co. Burke Studios
Haven Company

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
N. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

VISIT THE SHOPS BUILDING FIRST WHEN IN CHICAGO—17 N. WABASH AVE.



R. M. MEDER CO.
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

ROSENBERG & LURIE
We now have available about 1,400 square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to
178 W. Jackson Blvd.
Phone Wabash 6589

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

COMMISSION SALESMEN—Manufacturers of encrusted, decorated table and fancy glassware want salesmen, calling on Department, Furniture and other quantity trade, beginning Jan. 1, 1926. Samples now ready. All territories open; only those with established trade considered. Communications confidential; give full information in first lettter. Reply to Box No. 503, care of CROCKERY & GLASS JOURNAL.

SALESMEN WANTED—With thorough knowledge of Foreign and Domestic Dinnerware. Eastern Pennsylvania and Southern Territories open. State previous experience and give references. Fisher Bruce and Company, Philadelphia, Penna.

SALESMAN WANTED—Experienced Salesman of china and glassware with wide acquaintance in the trade, thorough knowledge of the business, is open for engagement January 1st with a substantial concern; convincing references and further particulars exchanged. Box 504, care CROCKERY & GLASS JOURNAL.

LINE WANTED—Wanted, a strong additional line for the china glass and house furnishing department stores, trades east of Pittsburgh and Buffalo on commission. Am displaying at Ft. Pitt Hotel, Pittsburgh, at the next annual January exhibit. Communications invited confidentially. Address Box 505, care CROCKERY & GLASS JOURNAL.

SALESMAN WANTED—Large New York Importers of china and glassware have an opening for a thoroughly experienced salesman acquainted with the jobbing and department store trade in the Middle West and Eastern Seaboard. We want a producer. Apply by letter so that interview may be arranged. Box 506, care of CROCKERY AND GLASS JOURNAL.

SPRAYER wanted by Illuminating Glassware Company. Must be thoroughly experienced. Give age, full particulars and salary wanted. Apply Box 507, CROCKERY & GLASS JOURNAL.

Glass Factory Activities

(Continued from page 18)

Starts 1925 Shop Early Movement

During the last week glass salesmen now on the road have reported: Department stores at Nashville, Tenn., have inaugurated a "shop early" movement, having in mind the approach of the 1925 holiday season: Housefurnishings being carried in the new F. E. McGuffin Five-Cent to $1 store just opened at Lynchburg, Va., and that this interest proposes to open another link in its chain at Durham, N. C.; Cincinnati retailers reporting business spotty; S. H. Kress & Co., opened their 176th store at Tacoma, Wash.; heavy northwestern wheat crop reflecting upon retail stores in those states, with especial reference to increased buying of farmers from mail order houses; Ross Stores, Inc., New York, take over control of Klein, Heffelman, Zollars, Canton, O. (recently referred to in this department); Montgomery, Ward Co., Chicago, Ill., anticipating heaviest December trade in history; National Department Stores Realty Corporation arrange to float $1,250,000 gold bond issue on holdings of the Bailey Co., Cleveland, O., for business extension purposes; Morris Co., Syndicate, Bluffton, Ind., arranging to open another branch at Ludington, Mich.

That all glass manufacturers in Ohio will very likely be compelled to pay a higher tax on their plants during 1926 and for the five years following, has been indicated by the Ohio Tax Commission, which has ordered a re-appraisement of all property and real estate in the 88 counties of Ohio, the order being based upon an act passed by the last session of the State Legislature. In a few of the counties of Ohio a re-appraisement of real estate and property was completed this year, and the new rate will become effective as of December 1. Higher valuations are being assessed throughout the state, not only on factory buildings, but upon business and mercantile properties as well.

What the Potteries Are Doing

(Continued from page 20)

under the supervising management of C. W. Foreman, who is also active in the management of the Southern Potteries Co., at Erwin, Tenn., there has been a gradual increase in shipments.

Preparing for the Holiday Trade

(Continued from page 26)

pale honey yellow or a deep buttercup yellow, with feathers well groomed. The birds are bright eyed, alert and lively mannered, brimming over with plenty of fresh song, tuneful and hearty. Handsome cages are also on sale to house these fine canaries, ranging in price from $4.24 to $10.24 according to style and make. Bird cage stands of wrought iron and others in gaily painted colors from $1.09 to $4.24, are among the fine bird cage fittings found in the basement of the store.

Demand for refrigerators continues even into the colder months of winter, and many types to satisfy the discreet housewife are being offered by John Wanamaker at reduced prices. Top icers with baked enameled interiors, from $24.00 to $28.00, side icers, porcelain lined interiors from $44.00 to $46.00, and side icers with baked enameled interiors at from $25.00 to $28.00. These are of hardwood golden oak finish, with nickel plated brass hardware, and one piece sheet steel provision chambers sanitarily constructed. The prices are scheduled according to size and construction and are consistent with the fine make of these excellent ice savers.

United States Glass has another nice rise on the local exchange, recently, when the stock sold up to $19 a share as compared with a low of 12½ in July. The company's affairs are steadily improving and while nothing has been heard concerning the resumption of dividends such a development is probably behind the present advance. Earnings are showing satisfactory increases and bank loans have been cut down considerably. The company has a world wide market for its products and as an instance of the general improvement it was pointed out that this year's sales to Cuba have increased 15 per cent over 1924, while those to Australia show an increase of 8 per cent.

OBITUARY

Walter B. Andrews

It was with deepest regret that the trade learned of the death of Walter B. Andrews, which occurred Monday, October 26th, following an operation for appendicitis.



Mr. Andrews was 52 years old and had been in the glass business for 32 years. For the past 13 years Mr. Andrews was Chicago representative for the Monongah Glass Co., the Duncan & Miller Glass Co., and the Co-operative Glass Co., with office and display room at 30 East Randolph St. He was a well-known figure in the glass industry, where he has built up a reputation for trustworthiness and square dealing. He was admired, trusted and respected by all who knew him and his death came as a distinct shock and a great loss to his many friends and associates.

Mr. Andrews was active in the formation of the Chicago Glass, Pottery, Lamp and Housefurnishing Association five years ago.

A large delegation of local people in the glass and pottery business attended the funeral. Burial took place last Thursday at Cedar Park Cemetery. He is survived by a widow.

Propose Tumbler Factory for Frostburg

Thirty representative citizens met with J. B. Green, Pittsburgh, Pa., in the Town Hall at Frostburg, Md., October 20, and listened to facts concerning the establishment of glass tumbler factory in Mountain City. Mr. Greer outlined the possibilities afforded by natural resources in this locality and pointed out that Frostburg was advantageous point of delivery of the product for such a factory to eastern markets.

Mayor Samuel R. Tiddy suggested a thorough investigation of the proposition Mr. Greer has to offer and urged that if it meant a new industry for Frostburg give it all the consideration possible.

Dinnerware Production Holds Own

Production of dinnerware in the Ohio and adjacent pottery districts continue to maintain a seasonable standard. Some few manufacturers are quite sure that shipping records for the current season will exceed those of former years, and at this time forwarding is very active. The retail and jobbing interests are very much interested, judging from the character of corrrespondence, to have their local stocks protected for the usual holiday rush, and manufacturers are extending all possible help with this point in view.

Confidence

THIS practical age looks for results. It is your confidence in R & H—the organization and its ceramic materials—that inspires us to set new industrial records.

Ceramic processes must be continuously straight-edged to exacting standards. The slightest let down in the quality of your basic materials spells expensive waste.

It is our greatest recommendation, therefore, that R & H Ceramic Chemicals, Minerals and Oxides are as unvarying as time and the tides.

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue New York

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

Buyers in New York

October 29th, 1925.

E. S. Carlson, house furnishings, R. H. White & Co., Boston, Mass., 432 4th Ave.

H. Kasakoff, silverware, Hillman's, Chicago, Ill., 1150 Broadway (Lilienthal & Co.).

W. W. Bechtold, toys, M. T. Garvin & Co., Lancaster, Pa., 115 W. 30th (B. F. Levis).

October 30th, 1925.

W. W. Taylor, house furnishings, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

W. W. Lease, silverware, house furnishings, china, toys, P. Wiest's Sons, York, Pa., 128 W. 31st (Kirby Block & Fischer).

October 31st, 1925.

R. J. Rogers, china, glassware, Lamson Bros., Toledo, Ohio, 220 5th Ave. (F. Atkins).

November 2nd, 1925.

J. Kemptgen, silverware, Becker Ryan & Co., Chicago, Ill., 1150 Broadway (Felix Lilienthal).

J. L. Hughes, house furnishings, Wise, Smith & Co., Hartford, Conn., 105 Grand (Jay & Co.).

V. H. Feldman, toys, silverware, Feldman's, Inc., Richmond, Va., 142 W. 31st.

A. A. Blankmeister, china, glass, lamps, P. B. Weill, house furnishings, toys, Nugent Bros. Dry Gooods Co., St. Louis, Mo., 112 W. 38th St. (National Dept. Stores).

November 4th, 1925.

C. W. Neyhard, china, glass, house furnishings, G. H. Yager Co., Akron, O., 105 Madison Ave. (Mdse. Reporting Co.).

R. M. Dean, toys, R. H. White Co., Boston, Mass., 432 4th Ave.

T. Smith, silverware, The Fair, Chicago, Ill., 455 7th Ave. (Kresge Dept. Stores Inc.).

Miss Kirscher, silverware, F. & R. Lazarus & Co., Columbus, O., 1440 Broadway (Assoc. Mdse. Corp.).

Miss Hale, silverware, Powers Merc. Co., Minneapolis, Minn., 17 E. 39th (Assoc. D. G. Corp.), 3d floor.

Wm. C. Trick, house furnishings, The J. S. Rignwalt Co., Mt. Vernon, N. Y., McAlpin.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874 PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
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CROCKERY, GLASS, HOUSE FURNISHINGS
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DOLLS AND TOYS
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AS THE EDITOR SEES IT

Making Life a Little Brighter

A few years ago the editor spent a year out in a mining town in the Southwest. It was a bleak and barren place, that mining town. Rocky mountainous country surrounded by vast desert wastes. The vastness of it was appalling. What few bits of verdant foliage there were in the town itself had been transported from the outside and transplanted. To keep anything alive it was necessary that it be watered every night.

About three miles out of town lived one Lambertucci. He was an uneducated Italian who had charge of what was known as the camp's "Sewer Farm." But Lambertucci was beloved of all the townfolks. Instead of merely disposing of the waste on his farm Lambertucci cultivated it. Somehow he obtained water and built an artificial pond. There were ducks on this. Around the farm were fields of growing produce, green and lovely against the sordid background of the desert. Then there were trees that waved gently in the slight breeze that wafted in from the desert.

The stranger looked twice on beholding the farm. It seemed it must be a mirage. But it was there in all its wonderful reality and often in the evening those townfolks who possessed a love of the aesthetic would drive out past Lambertucci's farm.

Lambertucci, himself, said little. He loved the farm, the fruit of his own efforts. His heart was wrapped up in it. He went about with silent lips but a song in his heart.

The desert camp people loved Lambertucci. He had converted sewerage waste and the desert into a garden spot. He had made life a little brighter, a bit more cheerful.

Wouldn't it be a better old world if there were more Lambertucci's?

Big Oaks From Little Acorns Grow

It hardly seems possible that the domestic potters of the United States are only selling to American families at the rate of about six cents worth of pottery a week to each family. Yet even that small weekly investment amounts to over $70,000,000, although the potters' output is a little over $35,000,000 annually, the difference representing the intermediate profit, shipping and package charges.

If the public would be really generous and double its purchases of domestic pottery, the United States potters would not be complaining at the increase.

It is estimated that there are some 22,500,000 families in the country and an increase in purchases of six cents per family weekly would make the annual gross receipts for dishes $140,400,000.

This demonstrates what small sums amount to and makes it easy for one to see how Woolworth was able to erect the finest office building in the world through nickels and dimes.

FROM THE RAW CLAY TO THE FINISHED CUP

By Norton B. Jackson

NEVER a day passes when we do not have occasion to use some product of the potteries—usually three times a day and even more—yet how many of us realize the detail involved in the manufacture of a single cup, or the other pieces of crockery and glassware that grace our tables at meal times.

At the potteries of the Scammell China Co., Trenton, N. J., one has an opportunity of learning the intricacies of this interesting and ancient art.

The first step is the placing of the clay in a plunger where it is thoroughly mixed with other ingredients, after which it is pumped to the clay presses where the next step is the formation into plastic slabs. When this has been done the clay is placed in specially prepared cellars with slate sides and asbestos roofing and allowed to age.

When ready for use the clay is put through a pug mill, a machine characteristic of its name, which squeezes the clay out into cylinders about two feet in length. The clay is then ready for the jiggerman who shapes the clay into the desired form using a mould for one side of the piece of china and a jigger tool for the other.

In the potteries the men usually work in units of three and four: First there is the batter-out who "bats out" the clay to the jiggerman, who in turn moulds it, after which the mould runner carries it to the shelves and the finisher does to it what the word indicates.

After the cups (we will take the cup as a specific example) are moulded the additional work consists of the finishing process; putting on handles, shaping, etc., and then the cup is ready for the biscuit kiln or oven in which the baking is done.

There is another method whereby certain shapes of china are brought up to the biscuit kiln stage; the slip method. In the pottery liquid clay is termed "slip."

Starting from the clay shop in liquid form instead of plastic, the slip is carried through pipes to the moulder's bench, where it is poured into the hollow moulds. The desired thickness is obtained by allowing the slip, or liquid clay, to remain in the mould for definite periods.

After the remaining slip has been given sufficient time to dry, the mould is opened, the pieces smoothed with a wet sponge and is then ready for the biscuit kiln. Each piece is placed in "saggers" or containers which are in turn placed in the kiln. Definite pieces are placed in special sections of the kiln and fired for forty-eight hours. After this operation it is cooled and "drawn," the latter term being a pottery expression meaning "taken out."

At this point a selection is made of the ware, some immediately being sent to the Gloss Room, where it is dipped in the gloss solutions preparatory to the gloss firing which is practically a repetition of the biscuit process. When placed in the kiln the ware has a pink hue, but when drawn from the kiln it is shiny-white in appearance. This ware is then sold to the trade as white ware, or is decorated according to specifications if decorated ware is ordered. In this latter process it is placed in the hardening on kiln where the decoration is stamped permanently in the china.

If a more permanent form of decorating is desired it is placed under the glaze where it is impossible for it to become chipped. To secure this result the decoration is placed on the biscuit ware, is hardened on and then dipped in the gloss solution. When this has been done the ware is placed in the gloss kiln, is fired in the usual manner, and when drawn is a piece of ware from which the decoration will last the lifetime of the cup.

An example of the durability of this decoration is displayed in a cup which was recently returned to the Scammell factory at Trenton for duplication in an order received by the firm. The cup had been in constant use for twelve years and the design was still intact.

Continuing with the process of manufacture: The cup is next packed by experienced packers and right here it might be mentioned that packing in the Scammell plant is an art extraordinary!

When it reaches the purchaser it is a perfect product.

Cleanliness is another feature of the Scammel Potteries. Years ago a pottery was considered an unhealthy place for those who worked therein. Waste material, consisting of quantities of dust and flint, was left on the floor for days at a time. And this coupled with lack of light and poor ventilation often caused serious illness to workers but such is not the case today in the Scammell Potteries, as in other modern potteries where these conditions have been eliminated by cleanliness. The floors are swept every night, the potteries well-aired and a healthy condition exists. In addition to this Scammell's have a ventilating system equipped with various appliances for the catching of dust and the employees enjoy regular rest periods when they participate in various athletic games.

Summed up, the Scammell Potteries are a modern business institution turning out the best of wares where the workers are just a big happy family.



Have you ever stopped to admire the cup from which you enjoy your breakfast coffee? It represents the efforts of about twenty-five different workers in its process of manufacture from the raw clay to the finished product which graces your table. The material comes from all parts of the country. The clay for instance, was imported from England while the flint and spar may have come from the New England states or the Carolinas. At every step of its manufacture the cup was carefully inspected so that there was no flaw in its makeup when it reached your table.

To Investigate Domestic Distribution

Group of Industrial Leaders Will Meet in Washington in December to Chart Methods by Which Commodities Find Way From Producer to Ultimate Consumer—Of Interest to Glass and Crockery Trade

By John W. O'Leary,

President of the Chamber of Commerce of the United States.

UPWARD of two hundred economists, editors, advertising and business men engaged in the study or application of the manifold methods by which commodities find their way from the producer to the ultimate consumer will meet in Washington in December to chart what has hitherto been virtually an unmapped region in the broad field of commerce—domestic distribution.

They will trace out the highways and byways which mark the many courses followed in the ordinary day's work of buying and selling. Incidentally, they will point out some of the many pitfalls and obstacles encountered which result in the loss of many hundreds of millions of dollars every year in the doing of the gigantic job of supplying the American public with what it wants.

This field of economic exploration, in many respects a no-man's-land of business, embraces everything that comes under the name of marketing. It extends from the small housefurnishing store to the great manufacturing plant with selling agencies in all corners of the country, covering not merely the actual passing of goods and commodities from hand to hand, but also the methods by which buyer and seller are brought together and an equilibrium maintained between supply and demand.

It is predicted that much interest will be shown by the trade in the forthcoming meeting of the National Distribution Conference, organized by the United States Chamber of Commerce to scrutinize the methods by which transactions aggregating $56,000,000,000 annually are carried on. Some of the problems to be studied by the Conference are: The manufacture and distribution of too many varieties, over production, hand to mouth buying, lack of standardization, needless transportation cots, unsound credit extension and speculative buying and selling.

Preliminary surveys of the field are approaching completion. For the greater part of the year a score of committees and subcommittees of the National Distribution Conference, organized by the Chamber of Commerce of the United States, have been scrutinizing the methods by which transactions aggregating approximately $56,000,000,000 a year are carried on. This figure is no more than a vague estimate. There is at present no accurate way of determining within a few billions what the total sales of various goods and commodities are in the United States.

Nor is there any way of ascertaining how much of this sum represents economic waste. This lack of information of stocks on hand, production, sales and market requirements is itself probably accountable for the loss of a huge amount of money annually, which in the end is charged up to profit and loss and paid out of the pockets of the consuming public

In dealing with figures of this magnitude details which might ordinarily appear insignificant assume impressive importance. Even the boxes in which goods are packed constitute an item for serious consideration. One investigating committee, for example, suggests that millions of dollars could be saved to industry every year if manufacturers and retailers were to agree upon standard sizes and materials for containers, so that they might be used both for shipping goods and storing them on the merchant's shelves.

What are termed unethical credit practices are held accountable for the loss of many more millions. Figures are cited showing that in 1924 there were 20,500 commercial failures in the United States, with liabilities of $542,000,000, of which between 40 and 50 per cent were tainted with fraud. Estimates of losses due to credit frauds are cited ranging from $150,000,000 to $400,000,000 annually.

Other sources of waste, no less important, will be brought to the attention of the conference, but all of these will be incidental to the main purpose, which is to blaze a way for the more deliberate study of the many factors entering into the problem of distribution—the sum total of all the practices and methods devised to meet in a highly organized civilization the needs that were once met by simple roadside bartering.

The conference when it meets will have before it six surveys, each covering a general phase of distribution. These will deal with the collection of business figures as a means toward accomplishing economies in distribution, trade relations, advertising and advertising mediums, costs of doing business, methods of distribution and general conditions affecting distribution.

The first of these surveys, made by a committee of which Owen D. Young is chairman and the membership of which was designated, at the request of the conference by Secretary Hoover, will indicate a method looking to avoidance of the disastrous boom and slump characterized by Secretary Hoover as "the greatest waste in our economic system." This will involve providing information where information is now lacking.

Income Tax Department

Conducted for The Crockery and Glass Journal
By M. L. Seidman
Seidman & Seidman, Certified Public Accountants

OUR INCOME TAX DEPARTMENT

Never before has the income tax assumed such outstanding importance. New decisions, revised interpretations, changes of one sort or another, are being made almost daily—all directly affecting the taxpayer's account with the government. Yet how many persons really know how to correctly prepare their income tax returns?

Last year's series were so well received by our readers that we are again running these timely articles dealing with the income tax question in a simple, practical manner.

In this connection we pride ourselves in having been able to obtain the services of Mr. M. L. Seidman, C.P.A., to conduct the department. Mr. Seidman is a well-known tax expert, and has been a close student of taxation in its various phases. He is a member of the firm of Seidman & Seidman, Certified Public Accountants, a nationally known tax and accounting organization. He is on the tax committee of the New York Board of Trade and Transportation, and recently appeared on its behalf before the House Ways and Means Committee.

The Department will appear regularly until March 15, *and to broaden its scope, Mr. Seidman has consented to answer through it all income tax questions that might be directed to him. Questions should be addressed to Mr. Seidman, c/o Seidman & Seidman,* 43 *Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.*

INCOME tax returns have been called the American's bugaboo. Cartoons portraying the bleary-eyed and bewildered taxpayer pouring over a mass of figures under the midnight oil trying to figure out his income tax, have been seen so often as to be eligible for acceptance as the national trademark.

But the situation is not quite as hopeless as all that. It is true that the income tax is technical and complex. It has to be, if it is going to mete out justice to millions of taxpayers engaged in all walks of life. Furthermore, the law itself cannot anticipate every possible question, and so one must expect to find literally thousands of rulings and decisions engrafted upon it.

However, the income tax is scientific in construction. It has a number of clean-cut, well-defined principles behind it, which, when understood, help clear the entire atmosphere. It is to explain these principles in simple, every-day language, that these series of articles will be conducted. It will, of course, be impossible to cover the particular problems confronting each reader. To take care of that situation, a question and answer feature will be maintained, where readers' individual questions will be directly answered.

Who Are Subject to Tax

In attempting to explain a subject like the income tax, it has always seemed to me that the first thing to outline is the class of persons to whom the tax applies, that is, who is liable or subject to the tax (whenever the word "person" is used, in a discussion of the income tax, it refers to both the individual, corporation or trust).

In the first place, there is the citizen of the United States. Generally speaking, a citizen is an individual born or naturalized in the United States. Every citizen is liable to the tax on his *entire* income. It makes no difference where he lives. It makes no difference where the income is earned. He may be in China, and make all his money there. He is still subject to the United States income tax on all of his income.

One not a citizen, i. e., an alien, is liable to the tax on all of his income, too, if he resides in this country. He is then taxed just like a citizen. However, the fact that one is an alien and does not live in this country does not bring him without the scope of our income tax law, for if he has any income derived from sources within the United States, he is subject to tax on that income, even though he himself may not have ever set foot in the United States. Thus, a Frenchman living in Paris, let us say, but owning the bonds of one of our railroads, would be subject to tax on the interest from those bonds; or if he held stock in one of our domestic corporations or owned some real estate here, he would be subject to tax on the income yielded.

In other words, a United States citizen is subject to tax on income derived from all sources. An alien is subject to tax on income derived from all sources, if he lives in the United States, and on income derived from sources within the United States, if he does not live here.

So much for the individual. Let us look for a moment at the status of the corporation. For this purpose, the law divides corporations into two classes—the domestic and the foreign corporation. A domestic corporation is one organized in the United States. A foreign corporation is one not organized in the United States, even though transacting all of its business here. The liability of a corporation to the income tax is governed by almost the same rules as those for individuals. A domestic corporation is subject to a tax on all income from all sources, be it in the United States or outside of the United States. A foreign corporation is subject to tax only on income derived from sources within the United States.

Partnerships as such are not subject to tax. The law looks upon a partnership as being merely a group of two or more individuals, and it is on the individual that the liability for the tax is placed.

Trusts and estates, on the other hand, are regarded more like corporations, and are liable to tax. The same distinction is made with respect to domestic and foreign estates as with the domestic and foreign corporations.

Accordingly, the rules with respect to persons liable to tax might be summarized as follows: United States citizens, resident aliens, domestic corporations and domestic estates and trusts are subject to tax on their entire incomes, from whatever source derived. Non-resident aliens, foreign corporations, and foreign trusts and estates are taxable on the income derived from sources within the United States.

Knowing who is liable to the tax, we then come to the question as to whether all persons must file returns under all conditions. That subject will be covered in the next article.

In the meantime, if you have any questions on the matter so far treated, or any other phase of the income tax, do not hesitate to submit them.

Many Attractions for the China Buyer in Louis Wolf & Co.'s Display

LOUIS WOLF & CO., INC., 268 Fourth Ave., New York, are to be congratulated on the fine showing of new china and glassware lines they have assembled for the opening of their enlarged china and glassware department. This very interesting collection of lines represents months of preparation by J. S. Lauterbach, manager of the department, who recently returned from an extended European trip, which resulted in many advantageous connections for the firm with factories in Germany and Czechoslovakia. While heretofore the concern only carried a short line of dinnerware, now there is an array of patterns and shapes from which to select. There are conventional borders, as well as many unusual creations in both border and all over designs, in charming color treatments. In fancy china there are a profusion of items and sets that are destined to prove popular. Particularly interesting in this section are various specially priced assortments of carefully chosen items that have been selected for their salability. There is a most attractively priced luncheon set in lustre that gives every promise of being a leader, in fact, there are so many good things that the buyer should know about that the only way he can get an idea of the comprehensiveness of the display is to visit the company's salesroom. There are a variety of items in earthenware, too, such as pleasing shapes and patterns in cereal sets, mixing bowl sets, rolling pins, etc. In art pottery the well-known Amphora vases, jugs, jardiniers and othe pieces is one of the featured lines. This in an attractively priced assortment is an attraction that the buyer cannot afford to let pass. Glassware also comes in for its share of attention. Iced Tea Sets in the popular "Tango" cased glass makes an alluring display in its brilliant colors and a new splashed glaze that is most effective. There are also vases, rose bowls, handled baskets, etc., in the line. A word should be added as well about several novelties that were noticed in the line. We will not attempt to describe these but will leave them as a surprise to the buyer on his visit to the salesroom. While the concern are preparing much larger quarters for housing the business, where they will remove later, the china and glassware department will be located at the present address until the first of the year.



The first thing that Leona Baldwin, the thirteen year old Vermont girl, who served a turkey dinner to President and Mrs. Coolidge at the White House, did upon reaching New York was to do her Christmas shopping. The first present she bought was a set of dishes for her mother. Commenting on these she said: "I found some dishes for mother, pretty ones she will like."

Scammell Dishes Given to United States Army Yacht

Trenton-made dishes furnished the important feature of an official function at Wilmington, Del., on October 27. The dishes were presented to the United States Army engineers' boat at Wilmington by the city of Trenton, N. J., and the presentation was attended by appropriate ceremonies participated in by a delegation of Trenton citizens. The dishes were made at the Scammell China Company's plant and each piece bears the insignia of the United States Army Engineers' Corps and the name of the yatch Josephine to which the gift was made. The yacht is used by Col. Earl I. Brown, United States Engineer in charge of the Wilmington district, and who has charge of the affairs affecting the Delaware river channel and the New Jersey ship canal project.

The idea of making this gift to the Josephine originated with Mayor Donnelly, who immediately was given the cooperation of the Trenton Chamber of Commerce. The New Jersey State Board of Commerce and Navigation assigned its boat, the Parker B. Runyon, to transport the Trenton delegation to Wilmington for the ceremonies. Luncheon was served aboard the boat and the Trenton delegation remained over night at the Dupont Hotel, Wilmington. Mayor Donnelly had the assistance of George E. Mace, traffic manager of the Chamber of Commerce.

In addition to the Mayor and Mr. Mace, the Trenton delegation was composed of D. William Scammell, Adam Exton, T. Arthur Kamo, S. E. Kaufman, Bruce Bedford, John Exton Throop, George A. Katbenbach, Willliam V. Coleman, C. H. Baker and John H. Sines.

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX

Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Insurance and Insurance Registers

(This is the fourteenth installment of a series of Accounting talks, and in compliance with a request from Miss K., East Broadway)

Protection in business becomes more and more a necessity of the first order. One of the most common forms of protection is Insurance. For a certain premium, payable usually on an annual basis, an Insurance Company pledges itself to refund to you in cash a sum equal to your losses, or if not fully covered by insurance, it's proportionate share.

From the trade's point of view, it is considered very good business to carry insurance. The different forms of policies and types of coverages are so various that all cannot here be mentioned. However, the average merchant is usually interested in certain typs, a list of which follows:

Life—If a partner or corporation is made the beneficiary, the business is protected financially in case of a partner's (or officer's) death.

Fire—Your merchandise stock and your equipment most certainly deserve this protection.

Sprinklers—A defective sprinkler can do more harm than many years' premiums will cost.

Plate Glass—If you have paid Plate Glass bills you know that this form of insurance saves you many an outburst of anger.

Check Fraud, Hold Up and Safe Rifling—Read the daily papers and you will conclude that now more than ever this protection is needed.

Public Liability and Workman's Compensation—This insurance is compulsory in most states. The choice of the insurance company is left with the insured. The initial premium is nominal, and additional premiums are based on percentages of payrolls, depending on the grade of hazardous labor performed.

It is strongly advisable that an experienced broker handle your insurance. The technicalities of writing insurance must not be under-estimated.

Insurance bills are payable when rendered and at time of delivery of policy.

Fom the book entry point of view, such payments do not represent an immediate expense, as the policies cover usually a period of a year. It is, therefore, customary to charge the payment of insurance bills to an Asset Account called "Prepaid Insurance" and to reduce the asset accou monthly, through Journal entry, by 1/12th of its Del Total. This 1/12th represents that part of the insuran premium total which has expired during the month a becomes therefore an Expense item.

The Journal entry would read thus:

Debit: Insurance Expense, $——

Credit: Prepaid Insurance, $——

(To set up this month's share of Insurance Expired.)

An insurance register is a list of all policies carried ar grouped in convenient form in order to give a quic knowledge of one's coverage without looking over th policies.

This register should be arranged that each double pag represents a different type of policy, so that all Fire po icies are on one page, Burglary policies on another, etc.

The double pages again should contain the followin columns from left to right:

Date of Policy,
Number of Policy,
Name of Company,
Name of Broker,
Premises or kind covered,
Amount of Premium,
Amount of Insurance,
Number of years of coverage,
Expiration dates.

The latter item should be arranged by having a colum for each of the twelve months and an additional colum for the year, such:

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec. Ye
4 192

(The illustrative entry under "April" and "year" show that a policy would fall due April 4, 1925.)

The "Amount of Insurance" column should always b given the utmost thought. The total of this column o each group must be watched in order to determine whethe additional policies are needed or if excess policies shou be cancelled. Expired policies should be "ruled out" wit red ink and new policies be added immediately upon the receipt.

The actual policies should be kept in the Safe in a spe cial compartment and current policies should be separate from expired Policies.

Next Week: Payrolls

Ivory Body Popular

Quite a number of dinnerware buyers are becoming in terested in the ivory body that will be featured so ex tensively next season, and all those who have been in th market of late have made inquiries concerning these line Judging from present indications, the new ivory lines wi meet with a good demand.

Where factories have advanced samples available, co siderable business has been booked on these offerings fo 1926 delivery, although where it will be possible to do s a number of open stock patterns have been placed fo immediate delivery.

NEW SHIP DESIGN BOOK ENDS—NO. 9352



All-glass book ends combining beauty and utility are now available in an artistic ship design that is enhanced by the lustrous satin finish, black or amber.

Made to retail for $2.00 to $2.50 a pair, east of the Mississippi.

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The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR, East

CHAS. A. WEIDEMANN, West

ROY E. HENDERSON, President

WANTED

Dinnerware
Glassware
and
Allied Lines

Aggressive manufacturers' agent opening a new salesroom January 1, in the heart of the New York china and glassware district wants salable lines, which he is prepared to give unusually live representation.

Has established clientele and is in a position to open up trade in entirely new channels for progressive factories.

Address Box A
Crockery and Glass Journal
45 East 17th St.
New York



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Holiday Merchandise in Demand

PRODUCTION activity in all flint glass factories continues, according to factory managers, and there is every indication at this time that this activity will continue throughout the remaining weeks of the year. There is an exceptionally strong demand prevailing at this time for holiday merchandise, and on some certain lines factories are just about oversold for current season deliveries. On some other items, however, there is a nominal production, and shipments are steady.

The demand for the decorated line of blown and pressed ware is holding up as well as ever, with some particular lines being in heavier demand than even during the corresponding season last year. Department stores, jewelers and gift shop owners have been heavy purchasers of the entire line of decorated glassware this season, hence the activity of all factories and shops making a feature of such specialties.

Staple lines of glassware are in seasonable request at the current market, with buyers showing a tendency to carry more liberal stocks of these items over the holiday season than has been their custom during the mid-season.

Lighting glassware continues to be in very good request, and as this is more or less a seasonable line, the manufacturers are in heavier production than formerly. Demand for the lighting line is distributed over a rather wide territory, and orders from both retail and jobbing interests are in quite active receipt.

Mail inquiries are being received by some of the flint manufacturers concerning new lines that are to be placed before the trade for 1926 delivery, and this is viewed as a healthy condition of the market.

It is currently reported in this district that the United States Glass Co., under its present management will make rapid progress during the new year. The present book value of the stock is better than $50 per share, it is pointed out, the curent asset value of the stock is around $10 per share, the real estate value being placed at between $20 and $25 per share. The earnings for the month of October are running at about the rate of $50,000 net and it is expected that the same record will be maintained during the current month and also December. This means the earnings at this rate are running over 24 per cent or $6.14 per share.

Sales made by this company to Cuba for the third quarter of the year increased 15 per cent over the corresponding quarter last year and an increase of eight per cent was shown in the Australia business. In fact, the United States Glass Co. is now selling its products in about every country in the world, and this is a fact that is not generally understood.

The Arcadia, Ind., plant of the D. C. Jenkins Glass Co., of Kokomo, Ind., is being operated at about one-third of possible production, while the Kokomo plant is in steady production. At this time the Arcadia plant is operating three shops in addition to its automatic shop.

The third quarterly statement of the Hazel-Atlas Glass Co., which has been submitted to the board of directors at a meeting held in the general offices of the company at Wheeling, W. Va., disclosed earnings for that period totaling $350,434. On this basis, the company will show earnings for the four-quarter period of $1,400,000.

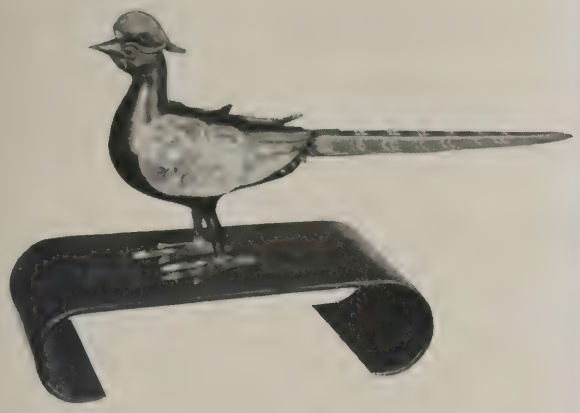
An application will be made at Harrisburg, Pa., Wednesday next, for a charter for the Diamond Glassware Corp., of Indiana, Pa. The incorporators of this new interest will be H. W. Thomas, with the Indiana Glass Co. C. E. Dinkey, Jr., C. M. Schwab, C. E. Dinkey, Sr., and D. B. Taylor.

Albert Binswanger, buyer of dinnerware and glassware for the Joseph Horne Co., Pittsburgh, is unopposed for the presidency for 1926 for the Western Glass & Pottery Association. Others who have no oppositions for the respective offices are: first vice-president, D. King Irwin, New York City; second vice-president, F. I. Simmers, Hall China Co., East Liverpool; third vice-president, Henry W. Nickel, United States Glass Co., Pittsburgh; fourth vice-president, Maurice Smith, of McKee Glass Co., Jeanette, Pa.

Secretary-treasurer Watson W. Lang, of the Kinney & Levan Co., Cleveland, O., but residing at Cambridge Springs, Pa., has no opposition for re-election. The contest for members of the board of directors will be between six who have been nominated, and four to elect. Those nominated for directors are: John L. Vodrey, Vodrey Pottery Co., East Liverpool, O.; John H. Harris, buyer for Kaufmann Department Stores, Inc., Pittsburgh; Robert G. West, City Salesman for Pittsburgh Lamp, Brass & Glass Co., Pittsburgh; Frank P. Judge, Jr., sales manager National China Co., Salineville, O.; Harry G. Dixon, of H. L. Dixon Co., Pittsburgh, Pa.; David H. Cushwa, Commercial Manager United States Glass Co., Pittsburgh.

The annual meeting of the Association will be held in the Ft. Pitt Hotel early in January, and the annual dinner

(Continued on page 31)



CLOISONNE

A new assortment of bronze and cloisonne incense burners, vases, urns and jardinieres is now in stock—

As well as many other distinctive items for holiday selling.

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EAST LIVERPOOL OHIO

J. W. Mackey, *Sales Manager*

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for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

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Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

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Baltimore
Harry T. Thomas & Co.,
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Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



United States Potter's Association to Hold Annual Meet in New York, Dec. 8-9

THE annual meeting of the United States Potters' Association will be held December 8th and 9th in New York, the Waldorf Hotel having been selected for the sessions. Unlike the meetings of the last few years, a two-day session only will be held this year.

It has been indicated by the Executive Committee that the four business sessions this year will be confined to the discussion of internal affairs only, and that special addresses to the Association by others will be eliminated from the program.

A meeting of the executive committee of the Potters' Association was held in the headquarters of the association here Thursday of last week. It was the opinion of some manufacturers that the annual meeting this year should be held at Washington, but the executive committee held that the session should be held in New York as it has been during the last few years.

The annual dinner of the Association will be held the evening of Dec. 9th.

Howard Houston, dinnerware buyer for Abraham & Straus Co., Brooklyn, N. Y., made his first visit to the East Liverpool pottery district late last week as a representative of this house. Mr. Houston was formerly associated with the Robert Simpson Co., Toronto, Canada. He was here at this time looking after merchandise for immediate delivery, and also surveying the market with reference to future requirements.

Predicts Big Holiday Trade

W. G. Peterkin, dinnerware buyer for H. Leonard & Son, Grand Rapids, Mich., has returned to his desk after spending several days in this district. It will be his last visit for this year, but he announced that he would return in January and also visit the annual Pottery and Glass Exposition in Pittsburgh.

"There has been quite an improvement in business in our district," Mr. Peterkin announced. "It is my opinion that the Holiday trade this year will be more active than ever, and we're preparing our stocks accordingly."

T. A. McNicol China Co. Has New Shape

The new fluted shape now being presented by the T. A. McNicol China Co., has been named the De Luxe, and shipments are now being made. This new shape has been brought out in a dozen or more new treatments, consisting of borders and sprays, and although the shape has been on the market but a few weeks it is meeting with popular favor. The shape is a departure from what this plant has been producing in the past, as its production has been confined entirely to their "American" plain shape.

John H. Harris, manager and buyer of the china and glass department of the Kaufman Department Stores, Inc., Pittsburgh, spent a day in East Liverpool late last week, seeking merchandise for early delivery. Mr. Harris also made inquiries while here concerning 1926 lines.

W. H. Mackey Returns From Trip

W. H. Mackey, sales manager for the Smith, Phillips China Co., has returned to the home office following an eastern business trip. He is now engaged in developing the new 1926 line for this factory, which will be featured by their new ivory body. Production at this plant is active, and shipments during September and October were heavy, and it is the opinion of Mr. Mackey the November shipping record will be the heaviest of the year.

A. V. Bleininger Back From Washington

A. V. Bleininger, chairman of the Research Committee of the United States Potters' Association, and also head of the research department of the Homer Laughlin China Co., has returned from Washington, where he spent several days in discussion with the Bureau of Standards the elimination of certain sizes from the generalware list. A report of this discussion will very likely be made to the Association at its New York meeting.

A. J. Strikow, pottery wholesaler, with headquarters in New York City, was a visitor in the East Liverpool market late last week. He was formerly engaged as a jobber in East Liverpool and later associated with the Hopewell China Corporation at Hopewell, Va.

General business conditions with the Jackson China Co., Falls Creek, Pa., are declared to be good, and that the plant is now being operated on a full time basis. The company is making a special feature only of vitreous hotel china.

Steubenville Pottery In New Plant

As rapidly as possible, departments are being placed in operation at the new plant of the Steubenville (O.) Pottery Co., which is located on a site between Steubenville and East Liverpool, overlooking the Ohio River, and about five miles distant from Steubenville. This means that in a short time the old plant of this company will have been forsaken, and operations confined entirely to the new shop.

(Continued on page 31)



Our No. 39 Breakfast Set

Consists of 39 pieces as follows: 6 each, grape fruit or oatmeal dishes, cups and saucers, 9 in. plates, 6 in. plates (bread and butters) 9 oz. goblets, 1 sugar and cream set, 1 10½ in. service or cake plate. Made in crystal, amber, green and blue glass.

Also suitable for luncheons and teas. Just the item you need to liven up sales. Going well wherever shown.

WRITE US FOR PRICES

Westmoreland Glass Co.

Grapeville, Pa.

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H. C. Gray Co.,
200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt,
41 Pearl Street

Traveling Representatives
R. B. Reineck,
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CHICAGO

W. R. Renouf,
EAST LIVERPOOL

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
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MAYER CHINA

VITRIFIED HOTEL WARE

ROUND EDGE THICK
PLAIN WHITE DECORATED

FOR

HOTELS HOSPITALS
CLUBS CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS

THE MAYER CHINA CO.
BEAVER FALLS, PA.

GLASSMAKERS CHEMICALS

Copper
Chrome
Cobalt

OXIDES

Antimony
Uranium
Manganese

B. F. DRAKENFELD & CO. INC.

50 Murray Street Established 1869 York, N. Y

Best Values in
JARDINIERES



Vases, Candlesticks, Bowls and Novelties

SEE YOUR JOBBER
OR
WRITE US

THE BRUSH-McCOY POTTERY CO.
ZANESVILLE, OHIO

N. Y. OFFICE—COX & CO., 120 FIFTH AVE.
We make the "LINES THAT SELL."

AMERICAN BUYING OFFICE IN GREAT BRITAIN

Specializing In

Pottery and Kindred Classes of Merchandise

A reliable service to Buying Departments of non-competitive American Importers of General Merchandise (Wholesale or Retail) including packing, forwarding, shipping, consular, insurance, banking and general commission agent.

The service does something more than pay for itself, otherwise it could not remain in existence

You are invited to make this office a sub-branch of your buying division

References gladly exchanged

JOHN TAYLOR

WHARF STREET, STOKE-ON-TRENT, ENGLAND

Manager. J. Fielding Taylor, Member North Staffs. Chamber of Commerce
Bankers: District Bank Ltd., Spring Gardens, Manchester
Cable address: "Taylorient, Stoke-on-Trent"

Finds Main Street Store Far Superior

Selfridge's London Director Says Small Merchant Ahead of Englishmen

SMALL city department stores in America are immeasurably superior in every way to those in England's provincial cities, A. E. Cowper, financial director of Selfridge & Co., Ltd., of London, asserted recently, after more than a month's survey in this country.

English stores made a slightly larger net profit than those in America, despite the much larger gross profits here. Operating expenses here are slightly larger, due possibly to the greater percentage of non-serving employees in American stores and a higher rate of wages. The immense number of mechanical contrivances used in practically all of the big business houses here is a development scarcely begun in England.

These are among the outstanding observations on his visit made by Mr. Cowper, in an interview at the office of his American representative, William R. Carr, 276 Fifth Ave.

"Comparison of operating costs is rather difficult," Mr. Cowper said, "because here you have a standardized plan, approved by the Harvard Business School. In England various methods are used; we seldom use 'imaginary rent,' where the store owns the building, as a factor in computing costs. Sometimes part of the advertising costs is attributed to merchandise cost. But generally speaking, I believe our net profit is slightly larger."

"I was most struck by the vast amount of machinery employed in business here. At Sears-Roebuck the system of belts is amazing. A girl sitting at her desk does not rise to carry a letter, but uses the belt to carry even so small an article when it is only a matter of perhaps a hundred feet or more.

"At Marshall Field's I noticed, too, the way china, toys and other breakable articles are simply packed in a paper bag instead of the usual hamper.

"In these small ways and means I found some differences. The general methods, though, in both countries are the same, I think. I believe that you have nothing that makes for service which we don't have."

Mr. Cowper was enthusiastic in his praise of courtesies extended to him in the different cities. He visited stores in Chicago, Niagara Falls, Cleveland, Detroit, San Francisco, Dayton, Washington, Philadelphia, New York and Boston.

The superiority of the American small city store, Mr. Cowper considered one of the most striking differences between the countries. "There is really no comparison between the two," he said. "Your smaller stores are representations of your big ones, while we have hundreds and hundreds of little shops. If they could only see your shops I am sure it would set an example."

Wm. G. Mueller, Inc., Has Progressive Force

A visit to the showroom of Wm. G. Mueller, Inc., discloses an aggregation of progressive executives. Prominent and preeminent is William G. Mueller, president.

Backed by years of experience as buyer for Burley & Co., Chicago, his knowledge of the crockery field is born of actual contact with the public. This naturally gives him a first hand idea of what the market needs and what constitute long sellers as distinguished from the items that merely prove to be fads and it is his intimate acquaintance with the market in this country that places him in the position to carry the kind of stock that will readily sell. Mr. Mueller is a great admirer of everything that is beautiful in china nor is he slow to give praise to any meritable ware, no matter from whence it comes. Breadth of character, naturally follows where experiences teaches.

Karl Lickhard, office manager, is another progressive executive with this firm, and it does one good to hear him talk on the condition of the crockery business and the volume of business coming through his office.

As an ambassador for this progressive firm none could be better than the redoubtable John Ling, whose experience needs no mention. His presence commands respect and his knowledge of the trade, friendship with the buyers and genial manner hold it.

Another member of this progressive group that should be mentioned is A. G. Hallgren, in charge of hotel ware department, whose aggressive and conscientious endeavors have made this department the success that it is.

Big Pittsburgh Exhibit Scheduled for January 11 to 30

Manufacturers and buyers are looking forward with keen anticipation to the Pittsburgh Exhibit of the Associated Glass & Pottery Manufacturers which will be held in Pittsburgh, January 11 to 30, inclusive.

America's leading manufacturers will hold displays of pressed and blown glassware, colored glass, decorated glass, dinnerware, art pottery, hotel china and glass and pottery specialties. These will be shown in Pittsburgh hotels and nearby salesrooms.

The Pittsburgh Glass and Pottery Exhibit is billed as the "greatest event of its kind and the 1926 exhibit will include more new wares than ever before." Domestic manufacturers of glassware and pottery are joined in this co-operative showing of their lines for 1926 and assure buyers that the Pittsburgh Exhibit will be the most complete showing of their wares.

For information address Associated Glass & Pottery Manufacturers, P. O. Box 555, Pittsburgh, Pa.

Rudolph Goerke Buys Control of Southern Stores

RUDOLPH J. GOERKE, who successfully operates department stores in Newark and Elizabeth, N. J., added to his interests this week by purchasing control of the City Stores Company, which operates stores in four Southern cities. Mr. Goerke is understood to have bought in excess of 100,000 shares of the Class B stock at $25 a share, giving him an investment of $2,500,000 in the business.

The City Stores Company operates the Maison Blanche Company, New Orleans; Loveman, Joseph & Loeb, Birmingham; B. Lowenstein & Brothers, Memphis, and the Kaufman Strauss Company, Inc., New Orleans. The stores have an annual volume of business of about $20,000,000. The company also controls the Maison Blanche Realty Company, owning real estate in New Orleans, and the Kenville Realty Company, which has holdings in another city.

J. K. Newman, President of the City Stores Company, will retire from that position, but will remain a member of the board. The company's new name will include that of Mr. Goerke. The capitalization of City Stores was recently changed, and now consists of 80,000 shares of Class A stock and 160,000 shares of Class B.

The Goerke stores are the Goerke Company, Newark, and the Goerke-Girsch Company, Elizabeth. These do an annual combined business of $15,000,000, so that the combined interests of Mr. Goerke will represent a business of $35,000,000 a year.

May Establish Series of Pottery Warehouses Throughout United States

Certain interests closely identified with the East Liverpool, O., pottery industry are considering plans for the establishing of a series of warehouses throughout the country where large stocks of both plain white and open stock patterns will be featured. In a measure the plan, while resembling a jobbing proposition, will be so closely affiliated with certain manufacturers that the term "jobbing" could not be correctly applied to the business. Some years ago a certain manufacturing interest had plans worked out to open a chain of warehouses in the West and Northwest to which carload shipments would be made, but the condition of business at that time did not warrant the opening of the first warehouse of the proposed chain. The suggestion has been made that where large stocks of "live" open stock patterns are carried in a warehouse close to large retail centres, retail distributors could be supplied with ample stocks within a few hours, instead of having to order from the factory. Certain stoneware interests for some years have maintained warehouses in large retail centres and liberal stocks are always carried. Those who have been considering the scheme from a whiteware standpoint are of the opinion that the idea will work just as well in one line of the ceramic industry as another.

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

LET US TALK TO YOU ABOUT YOUR ADVERTISING.

ROBERT RAWSTHORNE COMPANY

ARTISTS : PHOTOGRAPHERS : ENGRAVERS
PRODUCERS OF DISTINCTIVE ADVERTISING
"Pittsburgh's Complete Advertising Service"
HEBREN BUILDING AT EIGHTH AND PENN
PITTSBURGH, PA.



Gammon's

round out Unique Service with

Economy Tumblers

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS
"JUST WHAT THE NAME IMPLIES"

CAUGHT IN THE NEWS NET

THE sympathy of a wide circle of friends in the trade goes out to Joseph W. Wallace, manager of the china and glassware department of the Sperry & Hutchinson Co., New York, in the tragic death of his young son who was run over by a motor truck near his home at Brighton, Mass., a suburb of Boston, on Friday, October 30th. The boy was on his way from school with another lad when a lumber motor truck passed them. The driver inquired the way to a certain address and the boys volunteered to direct him. They jumped on the running board of the truck and as they were going along the car struck a rut and Mr. Wallace's son was thrown off the car and the rear wheel passed over the upper part of his body. He was still conscious when picked up and carried to his home but died about an hour later. He was a bright little chap, ten years of age, and was a great favorite with all who knew him.

Rene F. Dunne, traveling salesman for E. Torlotting, Inc., is expected back to headquarters in New York on Saturday after a most succesful trip that has taken in a wide expanse of territory.

Stephen J. Casper, buyer for the Western Glass & China Co., Milwaukee, Wis., is in New York this week placing orders for his firm.

S. Wakymoto, who recently assumed the managership of the New York office of the Nagoya Seitosho, Ltd., importers of Japanese china, feels unusually optomistic regarding busines for 1926. He has interviewed many of the leading jobbers throughout the country since he took charge of the office here and makes his deductions on the business outlook principally from what he has gleaned through his conversations with the wholesalers.

Otto Jaeger, head of the Bonita Art Glass Co., Huntington, W. Va., is a most versatile individual. Numbered among his accomplishments beside being a successful manufacturer of decorated glassware, he is a crack marksman. He has just been elected president of the Huntington Rifle Club which is composed of expert riflemen. One of the purposes of the club is to represent West Virignia at the national matches at Camp Perry, O., next September. The local club will be effiliated with the National Rifle Association.

Robert E. McEldowney, sales manager for the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., leaves for home today (Thursday) after being in town for the past week on special business for the firm as well as consulting with the factory's New York agent, Frederick Skelton.

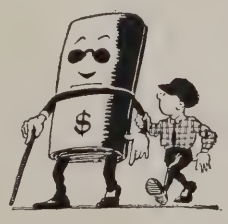
We are glad to report further improvement in the condition of John Plummer, of the A. J. Fondeville & Co., sales staff, who has been ill at his home in Brooklyn for two weeks. On Monday of this week he was able to sit up in a wheel chair. His physician still only allows him to see members of his family.

The friends of E. Torlotting, importer, will be glad to learn that his health has considerably improved during the past few weeks. Mr. Torlotting suffered a break down over a year ago and has not been in good health since. He has been in Europe since early summer on a visit to the foreign factories he represents in this country. For a time he had to relinquish his duties there to rest up but he is now able to look after his business again. He is now at the St. Louis Glass Factory in France, assisting in working upon new lines to be brought out and endeavoring to accelerate shipments.

Herman C. Kupper returned last Wednesday aboard the *Paris* after spending three months in Europe at the various factories represented by Herman C. Kupper, Inc., in this country. Mr. Kupper left America with many clever ideas for new designs, etc., which he put into effect while away. The result of his trip will be shown in new sample lines arriving shortly.

The appointment of Lee Moses, for several years china and glassware buyer for Frederick Loeser & Co., Inc., Brooklyn, to merchandise manager of those departments, in addition to the housefurnishing department, as noted in our issue on November 5th, is indeed complimentary to his ability as a buyer and expert merchandiser. He has made a great success of the Loeser china and glassware departments and there is little doubt but what he will duplicate this success in the management of the housefurnishing department. The latter department is one of the largest in greater New York and places considerable added responsibility on Mr. Moses' shoulders as it is left to him to accomplish alone what was formerly the work of two men.

For the Tardy Shopper



Two or three days before Christmas it is a good idea to fill a window with merchandise suitable for Christmas gifts. Dozens of articles should be displayed—those of which you have a good stock, even after the pre-holiday buying.

Letter a window card or sign with wording similar to

FOR THE LATE CHRISTMAS SHOPPER

APPEAL *to a* WOMAN'S LOVE *of* FINE THINGS *to sell* HEINRICH DINNERWARE

No. 9642, Imperial shape. Made by Heinrich & Co. Rare harmony, delicate tones of pink, blue and buff — a lovely color combination.

Original packages available at once, as well as open stock.



H&C. SELB BAVARIA

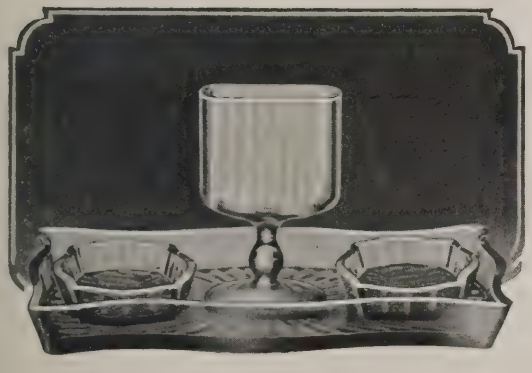
HEINRICH & CO'S *mark is an* Assurance of Quality

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH AND SIXTH FLOORS, 49-51 W. 23RD STREET, NEW YORK CITY

Chicago Permanent Showrooms, 130 N. State St., also Amer. Furn. Mart Sec. A-8, 2nd floor, E. Blum and J. H. Ling in charge.



THE NO. 149 "ALLAH"

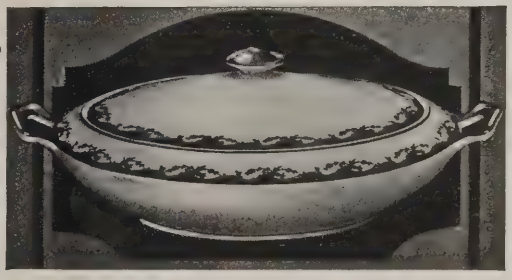
Big Value Cigarette Smoker's Set

A FOUR-PIECE smoker's set consisting of large glass tray, two smaller ash trays and an artistic holder in which a package of any popular cigarettes just fits. Made of beautiful clear pot glass fire polished, in crystal, green, amber and amethyst, to retail at $1.00 a set. This is the sort of value the public is looking for now, so place your order early for this gift and holiday item.

THE NEW MARTINSVILLE GLASS MFG. CO.

NEW MARTINSVILLE, W. VA.

National Quality



Virginbrook Pattern—La Rosa Shape

Complete Line of New Decorations on Display by the following Representatives

D. KING IRWIN, 200 Fifth Avenue, New York

E. J. NICKEY, 204 Grand Ave. Milwaukee, Wis.

F. A. MINER, 5 Prospect St., Rochester, N. Y.

E. E. WILGUS, 10 High St. Rms. 301-4. Boston, Mass.

EARL W. NEWTON & Associates, 9 N. Wabash Avenue, Chicago, Ill.

The National China Co

SALINEVILLE, OHIO

The Pope-Gosser China Co. Introduces New Shape

The New York market is considerably interested in the new "Athena" shape in dinnerware recently put out by the Pope-Gosser China Co., Cochocton, O., and displayed in New York by their Mr. Turner, at the Hotel Pennsylvania. The chief characteristic of this new shape is a wide fluting and the height of the covered dishes which gives them the same capacity as other styles while taking up less space on the table. Knobs, too, are tall. There are a dozen or so new patterns of attractive character already for the market. This number will be considerably augmented by 1926. One decoration of great charm employs a band in gray through which runs a fruit group, oranges, pears, apples, in vivid natural colors nestled in leafy sprays. Gold tracings on knobs handles add to this pattern. The range of designs is very large embracing all types and making it possible to meet the varying demands of the trade. One decoration combines a bird with floral sprays in a treatment which is quite new. The bird is of the cockatoo in brilliant colors with flowers of Oriental type with green leaves and red berries. Blue tracings add to the effectiveness of this number. Another very charming and distinctive pattern employs a central spray of Hawthorne blossoms in pink with blue green leaves and touches of yellow here and there. These same sprays are worked into a border-like decoration on the rim. A brown hair line at the shoulder completes the ensemble. One very attractive feature of this pattern is the square cake plate which is quite distinctive. Also there is a covered gravy boat in graceful modeling which comes with a loose or fast tray. Mr. Turner can well be enthusiastic about his samples for they are noteworthy examples of what can be done when true ingenuity and skill combine to create a new note in dinnerware.

Crooksville China Co. Holds Meeting of Sales Representatives

A three day conference of the sales representatives of the Crooksville China Co., Crooksville, O., was held last Tuesday, Wednesday and Thursday at the factory.

Those present were Guy E. Crooks, secretary, treasurer and general manager and Earl R. Crooks, assistant manager of the plant, also Paul Boring, W. Pitcock and Gordon A. Wiese of the factory.

The sales force was represented by David Pasmantier of John L. Pasmantier & Sons, New York, J. E. Boring, Chicago, and Harry J. Bennett, eastern representative.

The session on Wednesday was broken by a luncheon given at the Kent Hotel, Crooksville, at which a delightful repast was served. In addition to the others mentioned Mr. Bennett, Sr., president of the Crooksville China Co., and father of Harry J. Bennett, attended the luncheon. Mr. Bennett, Sr., is also president of the local bank of Crooksville.

The purpose of the conference was to discus the new shape that is to be the big feature of the line for 1926, also decorative treatments, method of marketing and the establishment of a closer relationship between the factory and the retailer.

Annual Hotel Exhibit Attracts Trade

Considerable interest has been aroused in the trade by the Annual Hotel Exhibit at the Grand Central Palace, New York, this week.

Manufacturers exhibiting their wares were as follows: Onondaga Pottery Co. and Iroquois China Co., of Syracuse, N. Y.; Hall China Co., East Liverpool, Ohio, and the Cook China Co., Trenton, N. J.

Included among the manufacturers' representatives displaying wares were Graham & Zenger, New York; Nathan Straus & Sons, Inc., New York; Morandi-Proctor, Boston, and the Libbey Glass Manufacturing Co., Toledo.

Jobbers who exhibited were, Albert Pick & Co., Sperry & Hutchinson Co., L. Barth & Sons, Duparquet, Huot, Moneufe and E. Kronman, Inc., all of New York, while housefurnishing exhibitors included S. Joseph Co., Samuel Lewis, Ellis Davidson, Kuppler Bros., Jacob Bros., Economy System Co., Champion Dishwashing Machine Co. and Hoover Company.

Trade Looking Forward to New Shape of National China Co.

A new shape to be known as "Rose Marie" from the National China Co., Salineville, O., will soon make its appearance at the salesroom of D. King Irwin, New York representative for the factory, as well as at the showrooms of the other agents of the concern. From advance reports of those who have seen it, it has all the qualifications that make for success in a dinnerware shape. Among these are extrememgrace of line and individuality. The shape is the result of months of work on the part of the modeler, who was given explicit instructions when he undertook the work, that whatever he did it must be exceptional. To use the words of Frank P. Judge, Jr., of the firm, "he (the modeler) delivered the shape fully up to our expectations. The "Rose Marie" shape will be produced in a pure white body with a highly brilliant glaze.

Dorflinger Plant Sold

Negotiations were recently completed whereby the former plant of C. Dorflinger & Sons' manufacturers of fine glassware, at White Mills, Pa., was sold to John C. Wellwood Corp., ribbon and silk manufacturers.

Until the War the Dorflinger factory had been in operation since 1866. With the breaking out of hostilities the German potash supply was cut off and this came as a hard blow to the Dorflinger plant as this ingredient was absolutely necessary in the manufacture of their high grade ware.

For a time the plant attempted the manufacture of a cheaper grade of ware but in this they were unsuccessful. Then came the final blow when the United States entered the War and due to fuel conservation the plant's coal supply was shut off. The plant was closed down and has not been in operation since.

"The Top That Sells the Bottom — *since 1838*"



33 82 84 16 35

Made of cast metal especially adapted for shakers. Does not easily dent. Silver (lacquered) and Nickel plated. Can fit any size bottle from our great variety of 250. Hotel and Restaurant shaker tops need replacing frequently. See your local Hotel and Restaurant owners, show them the inside of their shaker top, then get their order for new tops.

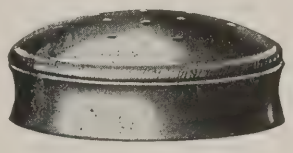


41

Collins & Wright, Inc.

Est. 1838

5509 Butler St. **Pittsburgh, Pa.**



2385



18 60 Boston 26 Sugar 57 27

Powder Blue Service Plate "China"



THIS illustrates one of our selling Service Plates in China. Decoration rim depth, powder blue, gold edge and verge with Spode's Chaplet centre, in gold and enamels. Also made in several different centres.

These are good selling values. Stock carried in New York.

Send for samples and prices.

COPELAND & THOMPSON, Inc. 206 FIFTH AVENUE Bet. 25th and 26th Sts., New York

U. S. Agents for W. T. Copeland & Sons, Stoke-on-Trent, England

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

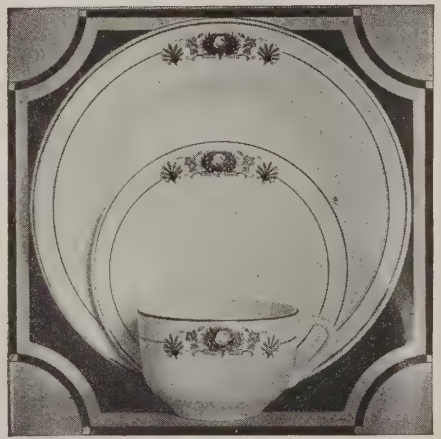
By
J. H. Smythe, Representative

Dinnerware Features Thanksgiving Sales

Chicago department stores offered a multitude of Thanksgivings specials this week, and many stores featured Thanksgiving Sales. Hartman's held its thirteenth Annual Thanksgiving Sale. Featured were Wincanton dinner sets with beautiful Oriental decorations on finest quality English porcelain, open stock, at $85 per set. Breakfast sets of 32 pieces decorated with medallions on semi-porcelain were offered at $5.95 and sets of six salad plates of amber colored crackled glass at $1.75. In the lamp section table lamps were marked at $9.95, junior lamps at $14.75 and bridge lamps at $7.98.

The Boston Store held a sale of American semi-porcelain dinnerware, victory shape, decorated with a border of gold roses, pricing each piece separately. Tea cups and saucers were priced at 14 cents a pair, dinner plates at 12 cents and all other pieces of the set accordingly. Specials were also given on housewares and table lamps.

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Triangle 1000

The Fair offered five open stock patterns in two specia featured sets of $27.25 for a 29 piece and $44.25 for a 3 piece set. Cut crystal table lamps were priced at $5.98 decorated bowl sets of six pieces at $1 each; 100-piece din ner sets at $35; and specials given in houseware article such as bird cages, roasters, etc.

A lamp sale was offered this week by Mandel Brother Junior lamps, complete with shade, were priced at $18.50 bridge lamps with georgette shades, silk lined, at $20 an $27 and others at $35. Specials were offered in Englis semi-porcelain dinner sets. Fifty piece sets were marke $12.50; 100 piece sets, $23.50 and 35 piece breakfast set $6.50. A 20 per cent discount was given on Dresde French and Italian pottery, aquariums, and marbles. Bar gains were also offered in stemware, cooking requisites an mirrors. Hillman's offered specials in bridge and junio lamps of wrought iron stands in stippled antique gold an toned polychrome finish, priced at $8.75; and 22K gol leaf encrusted glassware, including goblets, champaign sherbets, wines, cocktails, parfaits, cordials, etc., at 7 cents each.

The retail departments of two of the largest mail orde houses offered many specials in lamps. Sears, Roebuc & Co. featured rare lamp values. Lamps of metal base with silk shades were marked $13.50 and $16.85. Mont gomery Ward & Co., in its lamp sale this week offere junior lamps at $17.45; bridge lamps at $4.98 and $12.45 table lamps at $4.98 and boudoir lamps complete with plu and cord at 98 cents.

The Three Wieboldt Stores offered values in timel home furnishings, such as clothes baskets, roasters, as cans, tubs, clothes lines and pins, ironing boards, et Straus & Shram Furniture Co. featured lamps of poly chrome finish wrought iron stands with hand painte glace shades and ruched edges at $18.75 in its lamp sal this week. Floor lamps were marked $12.80 and $14.7 and bridge lamps $9.95 and $13.25. L. Fish Furnitur Co. held a Thanksgiving Dinnerware Sale, offering man bargains in a varied and complete line of dinner sets.

Burley & Co. continued its 87th Anniversary Sale thi week offering values in dinnerware, Dresden China, glass ware, lamps, silver, copper and decorative pieces. Wur tilizer, world's largest music house, featured a One Hal Off Sale on lamps. Junior and floor lamps complete wit stand and parchment shade, in limited quantities, wer

priced at $2.98, $5.95, $8.95 and $11.95. Pitkin & Brooks held a Thanksgiving sale of China dinnerware in its retail department this week. Discounts of 20 and 25 per cent were given on table glassware and 25 and 33⅓ per cent on electric lamps, including table, boudoir, desk and bridge lamps.

An inventory of the estate of Albert Low, president of the E. Iverson Co., an outlying department store, who died August 6, was filed in probate court last week and values his property at $730,453.

Friends of W. J. Darden, prominent pottery salesman, will be pleased to learn of his quick recovery from a recent operation for appendicitis.

Hefter Sales Co. is now displaying and representing the dinnerware lines of Hopewell China Co., at 60 East Lake St., Chicago.

Geo. F. Ruby, wholesaler in Chinese Art Objects and curios from all parts of the world, held an exhibition and sale in his show rooms at 9 N. Wabash Ave. on Nov. 4, 5 and 6. Included in the sale were jades, teakwoods, Mandarin coats, embroideries, wall hangings, bronzes, clocks, ivories, porcelains, Buddhas, temple carvings, etc.

A general meeting of the Glass, Pottery, Lamps, and Housefurnishings Association was held Thursday, Nov. 5 at 12:15 P. M., at the Hamilton Club. Progress was reported on publicity of the "Market Event," to be held from the local sample rooms Feb. 1 to 13 inclusive. Fourteen members attended this meeting.

There was a meeting of the publicity committee of the China, Glass and Gift Association on Friday, Nov. 6, in the offices of W. C. Owen, Inc., 17 N. Wabash Ave. The following were present to further the publicity work of the Mid-Western Exhibit, to be held Feb. 1 to 6. R. B. Kraetsche, chairman; J. W. Dalton, Wm. Dwyer, Franklin Butler and J. H. Smythe, of THE CROCKERY AND GLASS JOURNAL.

The Stewart Garland Furniture Co., 3444-6 Lawrence Ave., was incorporated last week by M. Schornhorst, A. C. Belcher and A. Stewart Garland, with a capital stock of $20,000. The company will deal in furniture, draperies and hardware.

Glassware Rate to Mobile Is Lowered

In answer made to a request in behalf of Mobile wholesaler dealers in glassware purchased in Pennsylvania, a lower rate of 52½ cents from Breckenridge, Tenn., to Mobile was announced by the Mallory Steamship Line, effective December 15, according to word received at the traffic department of the Chamber of Commerce.

WHAT TO BUY AND WHERE TO BUY IT IN — CHICAGO — A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

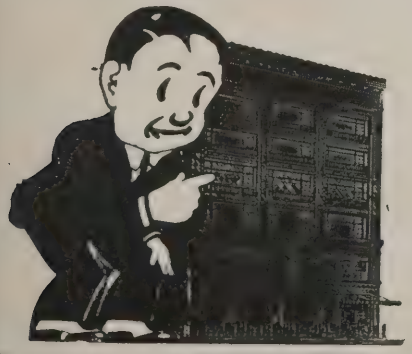
IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope-Gosser China Co. — Coshocton Glass Corp.
Seneca Glass Co. — H. E. Rainaud Co.
Susquehanna Cut Glass — Shepherd Co.
National Glass Novelty Co. — Wood-Art Co.
Quaker City Cut Glass Co. — Burke Studios
Haven Company

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

VISIT THE SHOPS BUILDING FIRST WHEN IN CHICAGO—17 N. WABASH AVE.



R. M. MEDER CO.
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

ROSENBERG & LURIE
We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*
178 W. Jackson Blvd.
Phone Wabash 6589

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMEN WANTED FOR TABLE AND FANCY GLASSWARE

COMMISSION SALESMEN—Manufacturers of encrusted, decorated table and fancy glassware want salesmen, calling on Department, Furniture and other quantity trade, beginning Jan. 1, 1926. Samples now ready. All territories open; only those with established trade considered. Communications confidential; give full information in first lettter. Reply to Box No. 503, care of CROCKERY & GLASS JOURNAL.

SALESMEN WANTED FOR FOREIGN AND DOMESTIC DINNERWARE

SALESMEN WANTED—With thorough knowledge of Foreign and Domestic Dinnerware. Eastern Pennsylvania, West Virginia and Southern Territories open. State previous experience and give references. Fisher Bruce and Company, Philadelphia, Penna.

SALESMAN WANTED FOR CHINA AND GLASSWARE

SALESMAN WANTED—Large New York Importers of china and glassware have an opening for a thoroughly experienced salesman acquainted with the jobbing and department store trade in the Middle West and Eastern Seaboard. We want a producer. Apply by letter so that interview may be arranged. Box 506, care of CROCKERY AND GLASS JOURNAL.

WANT SALESMAN WITH REAL SELLING ABILITY

THE growth of our hotel china department affords an unusual opportunity for a salesman possessing a thorough knowledge of the line, together with real selling ability. If you have a proven record, communicate with E. Kronman, Incorporated, 211 West 19th Street, New York City.

EXPERIENCED GLASS ENGRAVER WANTED

EXPERIENCED glass engraver. Steady work. State experience and wages required. Box 508, care CROCKERY AND GLASS JOURNAL.

EXPERIENCED SALESMAN WISHES TO MAKE CONNECTION

AN experienced salesman in China, Crockery and Glassware wishes to make connection for 1926. Address Box 509, c/o CROCKERY AND GLASS JOURNAL.

EXPERIENCED SALESMAN IS OPEN FOR ENGAGEMENT

SITUATION WANTED—Experienced Salesman of china and glassware with wide acquaintance in the trade, thorough knowledge of the business, is open for engagement January 1st with a substantial concern; convincing references and further particulars exchanged. Box 504, care CROCKERY & GLASS JOURNAL.

WANTS LINES FOR TERRITORY EAST OF PITTSBURGH

LINE WANTED—Wanted, a strong additional line for the china glass and house furnishing department stores, trades east of Pittsburgh and Buffalo on commission. Am displaying at Ft. Pitt Hotel, Pittsburgh, at the next annual January exhibit. Communications invited confidentially. Address Box 505, care CROCKERY & GLASS JOURNAL.

FACTORY REPRESENTATIVES OPEN FOR GLASSWARE LINE

FACTORY representatives covering entire South having a show room and sales organization, with established trade among the jobbing and retail trade, is open for a line of glassware. Box 510, CROCKERY & GLASS JOURNAL.

YOUNG MAN DESIRES NEW CONNECTION

SITUATION WANTED—Young man having six years' experience both on the road and in the Metropolitan District with full knowledge of dinnerware line, together with large following in the trade, desires new connection. At present employed. Box 513, care CROCKERY & GLASS JOURNAL.

SALESMAN WANTED TO SELL DINNERWARE LINE IN SOUTH

SALESMAN wanted to sell a high-class line of American Dinnerware through Louisiana, Mississippi, Alabama and Georgia on a commission basis. Must be acquainted with the trade and able to get results. Address Box 514, care of the CROCKERY & GLASS JOURNAL.

DESIRABLE POSITION OPEN FOR INTELLIGENT GIRL

A VERY desirable position is open with a well-known New York manufacturers' agent for a neat, intelligent girl to keep samples clean and the salesroo min order. Congenial surroundings and advancement for the right girl. Box 511, care of CROCKERY AND GLASS JOURNAL.

WELL-KNOWN CHINA SALESMAN SEEKS OPENING

WELL-KNOWN china salesman of unusual capabilities and wealth of experience is looking for a good opening with a concern of standing either domestic or import. His successful sales record covers experience in selling French, German, English and domestic lines. Acquainted with china buyers throughout the country including department stores, jobbing, mail order and scheme trade. Box 512, care CROCKERY AND GLASS JOURNAL.

Buyers in New York

NOVEMBER 10TH, 1925.

Mrs. Kamps, gifts, B. Forman Co., Rochester, Pa., 1440 Broadway (Assoc. Mdsg. Corp.).

S. M. Averill, lamps, Miss K. Lugrin, toys, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave. (7th flooor).

J. Stanish, housefurnishings, glassware, W. A. Wieboldt & Co., Chicago, Ill., 128 West 31st (American Retailers' Assn.).

S. Klugherz, toys, Hager & Bro., Lancaster, Pa., 315 4th Ave. (Dry Goods Alliance).

G. H. Press, toys, housefurnishings, Elroymson & Wolf, Indianapolis, Ind., 40 West 32d St. (Littman & Storch).

J. H. Rownd, lamps, J. M. Hartley & Son Co., Fairmount, W. Va., 105 Grand (Jay & Co.).

F. K. Iszard, china, glassware, housefurnishings, S. F. Iszard & Co., in Elmira, N. Y., 315 4th Ave. (D. G. Alliance).

C. C. Berlin, toys, Charles S. Drake Co., Elkhart, Ind., 151 W. 35th (D. Mann & Co.), Somerset.

F. W. Krownapple, silverware, Wm. Taylor Son & Co., Cleveland, Ohio, 1440 Broadway.

Mr. Stanish, housefurnishing, Boston, Store, Milwaukee, Wis., 128 W. 31st (American Retailers' Assn.).

Mr. McElroy, china, glassware, housefurnishings, Outlet Co., Providence, R. I., 128 W. 31st (Amer. Retailers Assn.).

F. L. Warren, housefurnishings, china, Callender, McAuslan & Troup Co., Providence, R. I., 159 Madison Ave. (Syndicate Trading Co.).

NOVEMBER 11TH, 1925.

J. Goldstein, silverware, Bertig Bros., Cardwell, Mo., 128 W. 31st (F. Loverin, Inc.).

J. Stanish, housefurnishings, W. A. Wiebodt & Co., Chicago, Ill., 128 W. 31st (American Retailers' Assn.).

E. W. Novotny, housefurnishings, Herzfeld-Phillipson Co., Milwaukee, Wis., 128 W. 31st (American Retailers' Assn.).

OBITUARY

Louis Feist Dead at 102

Louis Feist, a retired crockery merchant, died November 3 at his residence, 560 West 163d Street, at the age of 102. Until a few weeks ago he was in possession of his mental and physical faculties and was keenly interested in the events of the day. He had no special rules for preserving his health and never worried about the matter. He was a native of Waldeck, Germany, and, after serving in the army there, came to the United States in 1850. Five children survive.

Services were held from his late home.

D. Carlton Tracy Dies Suddenly

As we are going to press word comes to us of the sudden death this morning (Thursday) from heart disease, of Dwight Carlton Tracy at his apartment in the Hotel Chelsea, New York. Mr. Tracy was the well known manager of the glassware department of Geo. Borgfeldt & Co. and was probably one of the best known and most efficient glassware buyers in the country. He had been in good health until Tuesday when he remained home from business. He was still ill on Wednesday but no one was prepared to hear of his death which came to his associates at Borgfeldt's on Thursday like a bolt out of a clear sky. His funeral will be held on Saturday afternoon at 2 o'clock at the Little Church Around the Corner, 28th St. off Broadway.

What the Potteries Are Doing

(Continued from page 20)

Advices have been received in this district that 151 students have enrolled this year in the ceramic classes of the New York State School of Ceramics at Alfred, N. Y., which is under the direction of Prof. Binns. This indicates the growing interest in the technical side of the industry.

With a capital stock of $500,000 the Dresden Pottery Co. has been formed here and has been granted an Ohio charter. The incorporators are Patrick McNicol, former president of the Standard Pottery Co.; T. A. McNicol, president of the T. A. McNicol China Co.; Harry A. McNicol, president of the Potters Co-operative Co.; A. P. McPherson sales manager for the Potters Co-operative Co., and Attorney William H. Vodrey.

This corporation has been formed for the purpose of taking over the property and business of the Potters Co-operative Co., one of the oldest generalware interests in this district.

Glass Factory Activities

(Continued from page 18)

for members and their friends will be held in the Kaufmann Store dining room the evening of Jan. 19th.

Confidence

YOUR confidence in the A1 trade mark is born of its dependability. When you order any one of this complete line of Ceramic Chemicals, Minerals and Oxides you know in advance that the quality will be satisfactory.

Equally important is the advantage of uniformity. It is dictated by the necessities of Ceramic processes where deviation from standard in raw materials results in final production of a poor grade.

Your ideas of service are met by a competent and conscientious staff.

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue New York

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

Additions have been completed at the plant of the Dunbar Flint Glass Co.'s plant at Dunbar, W. Va., and the production of the plant has been materially increased as a result. This company is making a feature of tableware and stemware, and also decorated novelties. Improvements at this plant have been under way for several months.

With a capital stock of $50,000 the Perfect Glass Co. has been formed at Cameron, W. Va. Among the incorporators are William M. Cruse and Robert M. Johns, both of Wheeling, W. Va.

As a result of using eight and 12-page advertisements in local newspapers, boosting their 48th anniversary sale, enormous crowds packed the O'Neil Department store at Akron, O., a few days ago. The china and glass department maintained by this interest is one of the largest in Ohio, and heavy inroads were made on these stocks by purchasers.

The Royersford (Pa.) Trust Co. has purchased at Sheriff's sale the plant and equipment of the Newborn Glass Co., at that place on its bid of $34,600. The company has been making a specialty of containers.

A trustees sale of the lands and buildings and equipment transferred to the Wheeling (W. Va.) Glass Manufacturing Co., by the North Wheeling Glass Co., will be held at Wheeling court house Dec. 1, it has been announced by the trustee, H. E. Laupp.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874 PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
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CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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Vol. 101 November 19, 1925 No. 21

AS THE EDITOR SEES IT

Declares Retail Advertising Is In Rut

Retail advertisements are not read so carefully or thoroughly as formerly and the public has lost confidence in many of the sensational offerings, according to Nelson Taft, editor of the *Retail Ledger* of Philadelphia, in a recent address before the Associated Advertising Clubs of the World.

"Possibly the greatest reason why retail advertising is not being read is because it is too stereotyped in style," said Mr. Taft. "So far as any difference in appeal or copy-interest is concerned it might all have come from the same office—almost from the same copywriter.

"A line cut of some kind—a big, splashy circus-type mention of price, a meaningless phrase or two about style and possibly a reference to a sharp reduction from the previous figure—and there you have the average retail advertisement which is expected to bring in crowds of people desirous of purchasing an article which may or may not conform to the all too vague specifications in the copy.

"The principal reason that retail advertisements are not being believed, is because stores as a whole are undermining the confidence of the public through their insane insistence upon featuring cut prices and 'sales' of various kinds. On a recent afternoon two Philadelphia newspapers carried 197 different sales advertisements containing, by actual count, 83 different adjectives used in connection with these sales.

"In addition to the 'sales' of practically every type of merchandise carried by stores, there were 'momentous' sales and 'epochal' sales—sales that were 'monumental' and sales that were 'gigantic'—sales that were 'unprecedented' and sales that were 'unparalleled.' Every adjective in the dictionary, every blurb that had ever been used by a circus press-agent and patent medicine vendor of days that are passed was dragged down from the shelf, dusted off and pressed into action.

"In order to restore confidence it is necessary that retail advertisements should be frank and that they should understate, rather than exaggerate. A policy of this kind, coupled with the proper use of institutional advertising, will eventually restore the public's faith in the printed word as it appears in retail copy."

Always at Your Service

The object of the CROCKERY AND GLASS JOURNAL is to print interesting news and articles. At present this publication is running two features for its readers—Accounting Problems and the Income Tax Department in order to aid subscribers.

The Accounting Department is conducted by Mr. Bernard E. Marx, an expert accountant and analytical auditor while the Income Tax Department is conducted by no less an authority than Mr. M. L. Seidman, a certified public accountant, and expert on income tax problems.

Both of these experts are at the service of the readers of the CROCKERY AND GLASS JOURNAL and stand ready to answer any problems that may arise in your business pertaining to accounting problems or income taxes.

A Woman Writes About Glassware



HAVE you ever in your life seen such lovely glassware as is to be found in the shops today? writes Annette Bradshaw in an article in a recent issue of a western newspaper. It's a joy and delight to walk around and see all the wonderful things which one can buy to add to the attractivenesses of the home. Whether they are for decoration or for practical use, the pleasure in finding some of the gorgeous things now shown more than repays for the bit of additional expense.

Instead of the plain white glassware, to which we have become accustomed, one can now carry out any selected color scheme of decoration for the formal dinner or luncheon with the tinted glassware.



A few choice bits which I have found in shopping around are shown above. In the center is an adorable iced tea or lemonade set in amber glass, with white glass handles. The fan shaped vase with its dainty bouquet of wild flowers and the compote of fruit are also in amber. All these pieces can be had in various other colors.

The long stemmed glasses shown to the upper left are in a delicate green, with deeper green stems and white base These are for punch or the ever popular "cup."

To the upper right are the deep ringed glass and goblet now so popular as water glasses. These come in shades of amber, green, red, amethyst and blue and go far in dressing a table.

The finger bowl and plate in the lower left hand corner are in iridescent glass with a vivid colored edge. The tall glass is in crystal delicately etched in gold.

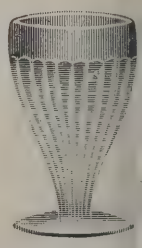
The salad plate and mayonnaise bowl are in crystal with a deep border of gold.

The goblets in the lower right, the smaller of which may be used as a sherbet cup, are in crystal, deeply etched in gold, with colored bases.



The few pieces sketched above are among the ones most popularly used now, but with a little time in which to shop around, the woman who wants something different for her luncheon table, or for the porch tea wagon can find any number of things which will immediately stamp her as a hostess of tastes.

One can find salad plates, ice cream plates, sandwich plates in an imitation crackled glass, at a moderate price.



A few flowers, a dainty table cloth, nice silver and attractive glasses, tastefully arranged, make a table over which any woman may be proud to preside. After a visit to the gift shops one is thoroughly convinced that glassware manufacture is on the upward trend.

Lord & Taylor's Have Trained "Gift Selectors"

"I'd like to get her something, but I don't know what to buy."

Salespeople in retail stores the world over are accustomed to that plaint from men all year around, but particularly at the Christmas season when every one wants to buy "suitable" gifts. Lord & Taylor, of Fifth Ave., New York, do not believe that the selection of the right gift should be a haphazard affair, so last year they organized the Lord & Taylor Christmas Shopping Service, consisting of a group of specialists in gifts.

The most noteworthy feature of that department was the establishment of a group of women to help men select Christmas gifts for women, and a group of men to help women select Christmas presents for men.

When the department was opened on November 18, earlier than any of the other Christmas sales promotion departments in the store, it was considered more an experiment than a regular holiday feature. But so many persons expressed their satisfaction with the department that on December 2, just before the real holiday rush began, the Little Gift Shop, an enlargement of the first department, was opened.

There men could come and select what they wanted with the aid of an expert woman-shopper, and women could be more easily and quickly shown "something nice for a gentleman."

Some of the customers who found just "what they had been looking for" after they had failed in their search at other stores, remarked on the ability of the people in the Little Gift Shop to make the right suggestion. A good course of training at Lord & Taylor's training school, plus natural aptitude created this efficient staff for the Gift Shop.



Macy's Expect Sales Record

$65,000,000 Volume Is Predicted Which Would Jump Earnings to $9 a Share—Current Sales 22 Per Cent Ahead of Last Year—Turnover Is Very High

A NEW high record on gross sales is predicted by the *Wall Street Journal* for R. H. Macy & Co., Inc., this year. The publication expects the store to turn in a $65,000,000 volume, which may jump earnings to about $9 a share.

During the current year, dating from February 1, the Macy organization will have the benefit of its nineteen-story addition, which was planned to add 50 per cent to sales volume.

Current sales are 22 per cent ahead of last year, when the total volume reached $56,369,795, earning $6.75 a share on the 350,000 no par common stock. The store predicted a business of $62,000,000 for 1925 in one of its advertisements some time ago, and in the month of August was $1,000,000 ahead of the same month in 1924.

Analyzing the merchandising operations of Macy's the *Journal* says:

Merchandise turnover is high, total sales being about eight times inventories and accounts payable are only about 20 per cent of inventories. Since all business is done for cash no money is tied up in accounts receivable and there are no losses from bad debts.

Macy's can be fairly said to be an exceptional institution and the success of its policy is seen in the fact that it is the largest store in New York by a large margin and is growing rapidly. It is the second largest store in the country, being exceeded only by Marshall Field, of Chicago, which has an annual retail volume of about $85,000,000.

Working capital position compares as follows in recent years, as of January 31:

	1925	1924
Current assets	$10,080,557	$11,299,201
Current liabilities	3,377,554	2,337,578
Working capital	6,703,003	8,961,623
Surplus	9,190,041	7,379,500

	1923
Current assets	$15,118,996
Current liabilities	3,006,119
Working capital	12,112,877
Surplus	5,788,231

The large working capital, as of January 31, 1923, included $5,851,095 Government securities, part of the proceeds of the public financing done some time before. This sum, together with large sums from earnings, has been spent on the new building. Macy has paid for all its new construction in cash and has only $329,800 in real estate mortgages, an extraordinary position in view of Macy's valuable holdings, carried on the books at $13,796,479.

No profits from the La Salle & Koch store of Toledo, in which Macy acquired a large interest over a year ago, will be shown in the forthcoming balance sheet. Purchase of an interest in this store was the first step in Macy's plan to extent operations beyond New York and was done without financing or borrowing. The same is true of purchase of an interest in the Davison-Paxson-Stokes store in Atlanta, Ga., which is being moved to a new building in a new part of the town. Income from these properties will accrue to the benefit of Macy's stockholders, although no return from them can be expected in the immediate future.

If you have a suggestion for Peter Potter send it along. Peter is interested in anything in the line of wise cracks or jokes pertaining to the crockery and glassware trade. Just write out your suggestion and mail it to the Editor—he'll see that it reaches old Peter Potter.



PETER POTTER SAYS: Th' one bad thing about bein' in the pottery an' glassware bizness is thet yer wares don't bounce when yer drop 'em.

Income Tax Department

Conducted for The Crockery and Glass Journal
By M. L. Seidman
Seidman & Seidman, Certified Public Accountants

This is the (second) of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

THE previous article outlined the persons who were liable to the income tax. It was there intimated that while a person may be subject to the tax, it does not follow that he need file an income tax return. The principles governing whether a return must be filed, therefore, come logically up for discussion at this time.

First let us take the case of the individual. For this purpose, individuals are divided into two classes—married and unmarried. So far as the unmarried individual is concerned, a tax return must be filed by him only if his gross income is $5,000 or more, or his net income is $1,000 or more. If his gross and net income are less than these respective amounts, no return need be filed by him.

Let us examine these requirements a bit more closely. In the case of an individual having a gross income of $5,000 or over, a return must be filed, irrespective of the amount of the net income. Take the case of an individual whose only income is a salary of $10,000 a year. It might be that during the year he paid out for interest and taxes and sustained bad debts, etc., amounts aggregating over $15,000, so that in fact the individual had a net loss of $5,000 for the year. Yet, an income tax return would have to be filed by him since his gross income, that is, his total income before considering deductions, exceeded $5,000.

On the other hand, an individual might have a gross income of less than $5,000, and still be required to file a return. That would be the case if his net income were in excess of $1,000. For example, an unmarried individual whose only income is a salary of $3,000 a year and whose deductions amounted to $500, would have a net income of $2,500. His net income being in excess of $1,000, it would be necessary for him to file a return.

Now let us take up the case of married individuals. To begin with, in determining whether a return is due from married individuals, the income of the husband and wife must be considered together. If the combined gross income of husband and wife is $5,000 or over, or their combined net income is $2,500 or over, a return is due. It makes no difference whether the husband alone or the wife alone would have a gross income less than $5,000 or a net income less than $2,500. If their combined gross income or net income equal at least the respective amounts, a return must be filed.

Another characteristic of the returns of married individuals is that they can be filed in one of two ways. Husband and wife can either file a single joint return on which is shown their combined incomes, or they can file separate returns in which the husband shows his net income and the wife hers, and the tax computed on these separate incomes. Because of the different tax rates depending on the size of the income, it is obvious that under certain conditions it would be available to file joint returns and under others it would be more advisable to file separate returns. That particular phase of the subject will be made the basis for a separate article later.

It will be noted that the rules with respect to returns have nothing to do with the age of the individuals. A minor must file a return in the same manner as an adult and under the same rules. There is one peculiarity, however, that should be observed. The income of an unmarried minor child who lives with a parent legally belongs to the parent and must be reported by the parent and not by the minor, except where the income is derived from property belonging to the minor. For instance, suppose an 18 year old boy, living with his parent, was employed at a salary of $1,500 a year. This $1,500 would have to be reported in the parent's tax return, because as a matter of law the parent is entitled to the boy's earnings. On the other hand, if the minor had income from any property standing in his own name, or from any fund held in trust for him, such income belonging to the minor in his own right would be reportable by him, and if the net amount is $1,000 or over, or the gross amount $5,000 or over, he would have to file a return.

Before passing the subject of the individual's returns another point might be made. Two classes of individuals have been mentioned—married and unmarried. To come into the "married" class, it is necessary for the husband and wife to live together. If they do not live together each spouse is regarded as unmarried for this purpose and are governed by the rules with respect to unmarried persons.

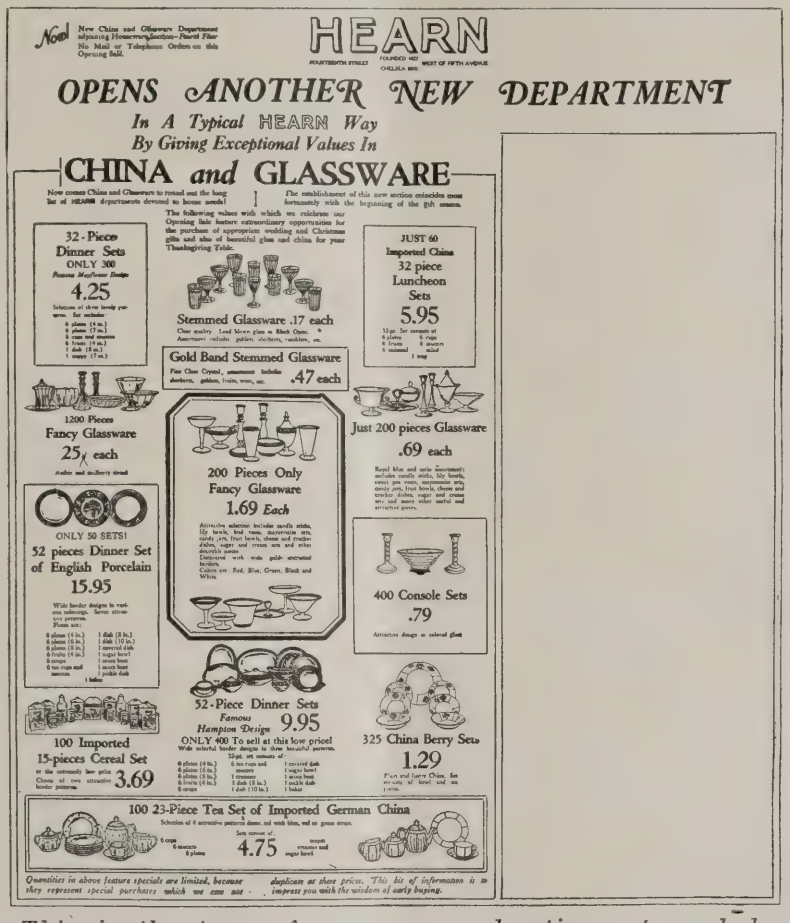
Let us now proceed to consider the case of a corporation. The rule here is simple. Every corporation subject to the tax must file a return, irrespective of the amount of its gross or net income. Whether a corporation makes a profit or a loss is immaterial. All corpora-

(Continued on page 22)

Hearn's New China and Glassware Department Opens with Crash

IF you have been about Gotham during the past few weeks you have undoubtedly noticed the advertising of Hearn's department store announcing the opening of their new China and Glassware Department. These advertisements have been conspicuously displayed in subways, street cars and in the elevated railway cars. In addition to this advertising the store has done considerable newspaper advertising and as a result the new department although only a few weeks old, is already known to the housewives of New York and immediate vicinity.

Hearn's new China and Glassware Department is located on the fourth floor of the company's big store on Fourteenth Street and is right in front of the elevators so that those getting off at this floor are certain to be attracted by the splendid displays which Mr. Herbert J. Wyman, manager of Hearn's China and Glassware and Toy Departments, has had arranged. The new department consists of two rooms covering 6,000 square feet of floor space.



This is the type of newspaper advertisement used by Hearn's to announce the opening of their new China and Glassware Department

Commenting on the new department which met with immediate success Mr. Wyman said: "The department was a success from the start. The first ten days were very big, exceeding my greatest anticipations. We opened up with a lot of advertising—street cars, elevated and subways and of course newspaper and this resulted in people coming in from all over New York and the suburbs.

"Adequate arrangements have been made to take care of our customers in this new department. We employ eight sales people regularly and add to our force for special sales. There are always six sales people on reserve for this department.

"I have been very careful in the selection of my lines and am very proud of our displays."

A stroll through the new department reveals many interesting and beautiful displays of china and glassware. There are attractive four-piece console sets selling for $1.24, imported china and toast sets in lustre finish at 94c. The spiral glassware consists of goblets, ice tea, sherbets, tumblers, champagne, wines, cocktail and whiskey glasses at 21c each and other ware. Then there are unique cracked glass water sets of seven pieces selling at $7.47, a splendid selection of Swiss pottery in many beautiful shapes catches the eye of the visitor to the department while a varied line of candy jars and perfume bottles retailing for 97c and special assorted glassware at 25c each has its own special appeal.

Many beautiful shapes are found in the Italian pottery on display. Two piece glass brandy sets selling for 49c and decorated four-piece vanity sets at $5.95 are also on display. Many housewives have been attracted by the splendid forty-three-piece punch sets which sell for $9.95, and fifteen-piece china cereal sets at $13.45.

Those in quest of a teapot for the home will find a large and varied assortment at Hearn's ranging in price from 49c to $2.29.

In vases a selection of Tokonate vases selling for $2.47 make a beautiful display while there are numerous other vases each having their own appeal which makes it difficult to determine just which to select.

Everything has been arranged for the convenience of the shopper in Hearn's new department. Convenience of location, lighting and arrangement of goods have all been carefully planned, while a cheerful and competent salesforce is ever ready to give prompt attention to customers' wants.

The department opened up with a crash, patronage is daily increasing and promises to be one of the most successful in New York.

Indiana Store Allows Customers to Trim Windows—Awards Prizes

Throughout four weeks the interest of women in the territory around Marion, Ind., was centered in a furniture store, the John W. Kelley Company. It was a topic of general conversation. The store got a wonderful lot of word-of-mouth advertising.

It was all the result of a window-trimming contest. Mr. Kelley wanted the ideas of his customers and prospects as to what would be good window trims. He announced a contest in which the first forty women to register at the store would participate in supplying the window trimmer with ideas. Four prizes, one each week, were awarded.

The windows were divided into five room-size spaces and one woman decorated each space. One display was a living room, another a dining room, a sun room, a bedroom and a kitchen. Thus a complete house was furnished in each entire display. The display was changed every three days, so that during the contest forty different trims were shown.

The prizes awarded consisted of a wardrobe trunk, a cedar chest, a floor lamp and a set of dishes.

The women supplied only the ideas for the trims. The name of each decorator was placed in the window. The John W. Kelley Company supplied all the materials used in the trim, and made suggestions regarding the use of draperies, rugs, furniture, luggage, go-carts, stoves, electric washers, kitchen cabinets, dishes, silverware, lamps, and linoleum. The contestants were permitted to choose any article in the store to be included in their trim. The trims were judged on their artistic merit and originality of design or idea.

An idea of how well the windows pulled can be gained from the fact that the first set of trims drew 200 persons in thirty minutes after they were unveiled.

Mr. Kelley feels that this contest was chiefly valuable because it interested women in window trimming and that in the future all of them will respond more readily than in the past to the appeals they see behind the plate glass. In addition, the women who actually took part in the window-dressing contest are certain to be more than usually interested in the store.

Then the novelty of seeing trims made by friends of acquaintances got the attention of a large number of prospective customers who did not take part in the actual contest.

In addition, the publicity received at the time brought many persons to the store and resulted in a large number of sales, so that it more than paid for itself in that way alone.

A mean lie travels faster than a pleasant truth.

Beware of the man who asks for "Three minutes of your time."

Advertising Men Deplore Waste in Space

At the fall convention of the Sales Promotion Division of the National Retail Dry Goods Association, remarks made by prominent retail advertising men indicated that merchants are seriously considering the advisability of limiting store advertising in daily newspapers to one page.

Some of the delegates present doubted the feasibility of such a plan, especially as applied to popular-price stores.

Roy Clark, Strawbridge & Clothier, Philadelphia, was chairman of the session at which the subject was discussed. He expressed the belief that stores should spend more of the advertising appropriation for the preparation of better copy than in the extravagant use of space. He urged the ad men to push American-made merchandise and invited them to attend the convention of the Associated Advertising Clubs of the World in Philadelphia next June.

Edgar J. Kaufmann, of the Kaufmann Department Stores, Pittsburgh, spoke in defense of the policy of holding the store's newspaper advertising to a single page, and deplored the waste in newspaper space throughout the country.

Fits Toys to Children

One method of increasing holiday sales is through helping toyland shoppers select Christmas presents according to the psychological needs of their children. Bloomingdale Brothers, New York, tried out this method last year and it worked well. The Santa Claus who presided over the big toy display was a psychologist, and every one on the sales force was listed among his pupils.

In the good old days, the correct gift for a girl might have been a doll, perhaps a sewing set, while her brother would be presented with soldiers or a wagon. Bloomingdale's felt that modern children would not be completely satisfied with the old-fashioned presents, so they asked Dr. Meta Anderson, a specialist in the psychology of childhood, to look through the toys which were to be put on sale at toyland to suggest the ones children of certain ages would enjoy best.

Dr. Anderson divided children into seven groups, the baby in the cradle up to 2 years of age, the pre-kindergarten age, 2 to 5; the kindergarten age, 5 to 7; children of 7 to 9, children of 9 to 12; girls of 12 years and on, and boys of 12 years or more.

Dr. Anderson merely fitted the usual toys to the needs of children, so on her list are the usual "dolls and drums and sugar plums" of the famous Christmas poem. But some of her suggestions are original and interesting. For example, for the pre-kindergarten age she lists a bugle, while children of 5 to 7 she believes will be interested in Trinity chimes and boxing gloves. For boys of 12 she suggests chemistry outfits, radios and roll-top desks.

Dr. Anderson's lists were printed on a folder which was sent through the mails to all of Bloomingdale's charge customers.

MERCER HOTEL WARE

A Unique Product

Announcing

6 NEW PATTERNS
in Brilliant Colors

NOW READY FOR FALL SHIPMENT

Write for samples

MERCER POTTERY COMPANY
TRENTON NEW JERSEY

"Princess Dinnerware"



Illustrating our No. 314 Open Stock Pattern. One of many "live sellers," shown on the attractive "New Princess Shape."

The Smith-Phillips China Co.
EAST LIVERPOOL OHIO
J. W. Mackey, *Sales Manager*

Eastern Representatives
PHILLIPS, THISTLE & SMITH, INC.
1107 BROADWAY, NEW YORK

American China for American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories
Carrollton, Ohio — 14 Kilns
Scio, Ohio — 9 Kilns



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Decorative and Novelty Glassware Lines Have Kept Things Moving

BUYERS of dinnerware and glassware for department stores have declared of late that it was the decorated and novelty lines of glassware that kept "things moving" in these departments during the last two quarters of the season. This is taken to mean that the entire general line of colored and decorated glassware has been in active movement, and gives reason for the continued activity of those plants and decorating shops featuring such lines.

Holiday orders for decorated and colored glassware is the most active the producers have experienced in many years. Liberal volume is being specified for the holiday trade, and the activity of all plants featuring these lines has been placed at peak for the year.

Some decorated and colored glass salesmen have been taken from the road, the manufacturers advising that it would not be possible to solicit additional business with any assurance that such orders would be shipped in time for the holiday trade. However, mail orders for the line continue to be in daily receipt at all plants producing these features.

That the decorated and colored glassware lines will be made a big feature during the Ft. Pitt Exposition in January is generally admitted. New shapes have been designed by a number of factories, and the decorators have created a number of new treatments. This is taken to mean that more decorated glass will be featured during the January sales period here than ever before.

Announcement has been made that R. G. Yost has been appointed purchasing agent for the United States Glass Co., with headquarters at the general offices in this city. Mr. Yost has been associated with the company for many years, and his new post is in the line of promotion.

After a shutdown for several months, the plant of the Standard Glass Co., at Marion, Ind., has resumed the production of a general line of packers goods.

With a capital stock of $50,000 the Ohio Art Glass Co. has just been formed at Cleveland, O., by Robert H. Sanborn, Walter J. Allen, Warl L. Allen and Harold S. Dennerle.

It is now related that during the recent fire at the plant of the Lippincott Glass Co.'s plant, Alexandria, Ind., there was destroyed 160,000 thermos bottles, a large stock of blown stemware and many thousand shipping cartons, the latter received but a short time before the fire. Repairs to the burned part of the plant are being completed rapidly.

The plant of the Arko Agate Co., Clarksburg, W. Va., is now operating on a full production basis. This concern is the largest manufacturer of glass marbles in the world, and at this season of the year is working on orders for future retail trade. The company does a large business with the syndicate stores, in addition to enjoying a large export business. Its line of specialties is extensive.

As a result of having its factory equipped with an automatic sprinkler system, only slight loss was caused when fire was recently discovered at the plant of the Fostoria Glass Co., at Moundsville.

Seasonable production is the rule at this time in all plants featuring flint glassware, and in those factories where blown and stemware is made a leading specialty, production is heavy, and in keeping with the demand. It is announced in this district this week that all of the flint factories are working steadily, and that the present activity will continue throughout the remainder of the year. Department stores have been active purchasers of the blown and stemware line throughout the season, and on some particular numbers factories are sold up for current year delivery.

Lighting glassware also continues in active request, and in keeping with the season. Lighting goods stores have been anxious to have ample stocks on hand for the holiday trade, and this has been reflected at the factories, where the steady increase in new business is reported. Buyers are soliciting prompt deliveries, which is taken to mean that the dealers want to be protected when the heavy seasonable rush comes.

Pressed ware is in very good demand although some items are in active request. Staple items, however, are selling well at the factory, and especially among the jobbing trade. Mail order houses have been taking over reasonable lots of special assortments designed to meet the requirements of these distributors.

Following an order of Judge Cowan of common pleas court, at St. Clairsville, O., the property of the Davies Glass Mfg. Co., Martins Ferry, has been appraised at $176,000. This followed the filing of an action in court of the case of Myron E. Cole, as trustee against the First National Bank of St. Clairsville, the latter interest being the trustee for the corporation, which filed a bankruptcy petition.

Reports have been current for some time that outside interests have been surveying the plant with a view to possible purchase, but up to this time no negotiations have been closed. The property was modernly equipped and located practically in the heart of the glass manufacturing district of the east.

J. C. Brady, of the Hazel-Atlas Glass Co., Wheeling, W. Va., has been elected a vice president of the West Virginia Manufacturers' Association, at the annual meeting recently concluded at Fairmont, W. Va., of the board of directors.

The Diamond Glassware Corp., which was granted a charter at Harrisburg, Pa., Nov. 18th, will take over the plant of the Diamond Glassware Co., it is said. H. W. Thomas, who has long been the directing head of the old company is one of the incorporators of the new company. The charter was applied for through the office of Attorney D. B. Taylor, of Indiana, Pa., who is also treasurer of the Diamond Co. Mr. Thomas has been active in developing the line produced at this plant, and has brought up to a high standard.

A new line of decorated novelties is now being produced at the plant of the New Cumberland Glass Co., at New Cumberland, W. Va., of which W. G. Edmunds is in charge. The initial plant of this company was destroyed by fire several years ago, and after a reorganization of the company was completed, a new and larger factory was erected and placed in operation.

Customs Board Rules on Candlesticks

Glass, imported by Tiffany & Co., Abraham & Straus, Inc., Graham & Zenger, Frederick Loeser & Co., the American Express Co., the American Shipping Co., all of New York, and by Pitkin & Brooks, of Chicago, are held by the Customs Board to have been erroneously returned for duty as lighting glassware, under paragraph 218, 1922 tariff act, at 60 per cent ad valorem. The protestants contended for duty at but 55 per cent ad valorem under said paragraph 218, and this contention is upheld by Judge Sullivan, who writes the board's conclusions.

New Color Process Is Used at Sebring

The new coloring process inaugurated at Sebring, Ohio, recently by the Limoges China Co., has met with great success and has attracted the attention of potters all over the country. It is the first time in the history of the china industry that color has been evenly distributed while being glazed, according to Donald Albright, general manager of the company.

It's simply impossible for an honest and a dishonest man to work together.

Did you ever notice that the quietest thing about a busy man is his tongue?—*Hewitt's Magazine.*

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

LET US TALK TO YOU ABOUT YOUR ADVERTISING.

ROBERT RAWSTHORNE COMPANY

ARTISTS : PHOTOGRAPHERS : ENGRAVERS
PRODUCERS OF DISTINCTIVE ADVERTISING
"Pittsburgh's Complete Advertising Service"
HEBREN BUILDING AT EIGHTH AND PENN
PITTSBURGH, PA.



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives:

New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — W. B. Andrews, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



Last Minute Orders Hold Up Generalware Pottery Manufacturers

GENERALWARE pottery manufacturers throughout the East Liverpool district and in surrounding territory have been greatly embarrassed, and distributors have been and will find more inconvenience within the next six weeks because of the fact that distributors held off until the very last minute to place orders for late fall and holiday merchandise.

The effect of this situation is now being felt by both interests.

It is a matter of undisputed fact that in years past the distributors of dinnerware, both retail and wholesale, have always placed fall orders during July and August. This insured prompt delivery.

Not so this year.

It was a question of "watchful waiting" with the distributing interests until about October 1st, and then came a flood of orders that has practically swamped some of the manufacturers of American dinnerware.

During the early part of September, when pottery manufacturers were able to take care of business, and plants working on low production schedules, very little new business was being placed. The suggestion was made by salesmen to distributors to anticipate requirements in advance, indicating at the time that to wait would mean to regret, but the suggestion was headed by few.

"We can get all the goods we want a little later," salesmen were advised.

Not so now it seems. The limit of production has been reached in many of the local dinnerware plants and also in some of the potteries just outside the district. Just so much ware can be produced in a given period and no more. In the meantime new business continues to be received in most liberal volume. That some distributors will fall short in the receipt of domestic merchandise this year is an admitted fact, even by the distributors themselves.

That the dinnerware manufacturers have a desire to render service is admitted, but on the other hand, service cannot be rendered as desired when the distributors have held back until the "last dog is hung" to place their orders.

The situation at this time in the domestic pottery industry is just this—the buyer who had foresight enough to place specifications early will be the one who gets his goods. Those who were singing the line of the old song "any old time" are now regretting their delay.

Dinnerware Buyers Hear W. H. Mackey

Dinnerware buyers of those stores affiliated with the American Drygoods Co., with head offices in New York, gathered in New York Tuesday last and were addressed by W. H. Mackey, of the Smith, Phillips China Co. Several of these buyers visited this district enroute to the east last week. There are sixty stores in this chain who are interested in handling American dinnerware.

West End Pottery Co. Adds to Seneca Shape

A number of new items are to be added to the "Seneca" shape of the West End Pottery Co., and these will be shown for the first time late next month, and also at the display of this firm which will be maintained in the Ft. Pitt Hotel, Pittsburgh. A dozen or more new decorations, consisting of borders and sprays will also be featured on this shape for 1926 delivery. The Ft. Pitt display of the West End Pottery Co. will be in charge of Walter Ashbaugh and G. A. Shone, it was announced this week by General Manager Charles C. Ashbaugh.

Walter P. Briggs, buyer of dinnerware for Sibley, Lindsay & Curr Co., of Rochester, N. Y., has returned to his desk after spending several days in this district ordering merchandise for current year delivery.

Smith-Phillips China Co. Showing Decorative Pieces

The Smith-Phillips China Co. is now showing the first decorated pieces of their new ivory body which will be used for 1926 delivery on their "Princess" plain shape. All hollow ware in this shape will be cast with the exception of the cups. The body was developed by Charles Bowman, factory manager for this company, and a full line will be placed in the factory sample room within the next few weeks.

Approximately a dozen new patterns have been bought for exclusive use on this shape for next year, and in an effort to duplicate the successful Yellow Rose pattern, which proved to be such a big feature during the current year, a decoration that has been named the "Hollywood" has been created. The first pieces showing this new decoration have been shown buyers, and it has had an active demand for early delivery.

Big Order Placed

One of the most attractive orders for dinnerware placed in the local district for some months, was one underwritten late last week for 2,000 one-hundred piece dinner sets, and for delivery as early as possible. The order was placed by a syndicate that has been an active purchaser of American dinnerware for many years, and it has been indicated that the first volume will be doubled soon after the first of the year.

Charles L. Sebring, President of the Sebring Pottery Co., of Sebring, O., has left for Pinehurst, N. C., where he will remain several weeks.

A. G. Spring, in charge of the dinnerware department of Albert Pick Co., Chicago, Ill., spent several days in the local market during the last week, ordering merchandise for immediate delivery, and anticipating requirements for future shipment.

Dresden Pottery Co. Takes Over Plant

Incorporation of the Dresden Pottery Co., of this city, for $500,000 under Ohio laws, will result in the new interest taking over and operating the plant of the Potters Co-Operative Co., which consists of two plants. The No. 2 plant of this company was the original Burford Bros. plant, and that interest when it retired from business sold the pottery to the Standard Pottery Co., which in turn disposed of the real estate and chattels to the Potters Co-Operative Co., thereby giving the company a capacity of 14 kilns. The new company will meet for organization within a few days.

Leo Arnstein Visits Metropolis

Leo Arnstein, former dinnerware buyer for the Shuster stores, Milwaukee, Wis., and now merchandise manager for those departments, with A. J. Papke, dinnerware buyer for these stores, after spending several days in the local district, left for New York, where on Tuesday they attended a meeting of buyers of the various stores affiliated with the American Drygoods Co.

A. Faust, of the head office of this syndicate, was in the local market surveying new lines with Mr. Arnstein and Mr. Papke.

For the purpose of ordering merchandise for immediate shipment, and anticipating goods for future delivery, Jack Acoff of the Acme China Co., Philadelphia, Pa., has been spending several days in the local district.

Dinnerware Production At Peak

Production of dinnerware in all plants in the East Liverpool district hereabouts is the best of the year, current records disclose. Marked interest is being shown by buyers in placing orders for shipment before Dec. 15, and as early as Dec. 1, but in some instances manufacturers have indicated that it will be impossible to produce certain patterns for shipment this year. This means that a number of local manufacturers have been sold up for 1925 delivery on particular open stock patterns.

Salesmen who have recently returned from the road relate that they have observed a decided improvement in retail trade, and that buyers are more interested in domestic lines of dinnerware than for many months. Quick delivery is desired in the majority of instances.

(Continued on page 22)



Willowbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

D. King Irwin, 200 Fifth Avenue, New York
E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
F. A. Miner, 5 Prospect St., Rochester, N. Y.
E. E. Wilgus, Rms. 301-4, 10 High St., Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio



Pattern D 44

"Satisfied Customers Keep Us Busy"

CROOKSVILLE CHINA CO
U. S. A.

The Crooksville China Co.
CROOKSVILLE, OHIO
Main Office and Factory

EASTERN REPRESENTATIVE
Harry J. Bennett
Crooksville, O.

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
591 Palmer House
J. E. Boring
Representative

Dinnerware Production At Peak

(Continued from preceding page)

A number of retail distributors are interested in merchandise for sales purposes, but at the same time there is an excellent demand for regular, or open stock patterns. From present indications, November shipments will be far in excess of any other month of the year.

H. K. Connors, eastern salesman for the Carrollton Pottery Co., is now working York State territory, and is expected to return to the home office within the next fortnight, which will perhaps close his traveling for the current season.

C. J. Knowles has closed his trip through the western territory for the Knowles, Taylor & Knowles Co., and has returned to the home office, where he will remain during the balance of the season.

Income Tax

(*Continued from page 14*)

tions (unless exempt) are required to file a return.

So far as partnerships are concerned, it was pointed out in the previous article that they were not liable to the tax. However, a return is due from every partnership, no matter what its income might be. The return is undoubtedly required so that the government might have before it a means of checking up the income from partnerships reported by the individual partners.

It will also be recalled from the previous article that estates and trusts are regarded as taxable persons under the law. Returns are required from them under the same rules as apply to unmarried individuals, that is, if the gross income of the trust is $5,000 or over, or the net income is $1,000 or over, a return is due.

The next article will discuss the question of exemptions allowed by the law in computing the tax.

Newark Art China Co. Makes First Shipment

The Newark Art China Company has been established in Newark, Ohio, for the past several months, during which time, every effort has been made to get the plant operative, and this has required the greatest care and time. Now everything is ready. The kiln is set and operative and not long ago the company made its first real shipment of art ware to the Morehouse and Martens Company in Columbus, which consisted of 800 handsome pieces. Mr. Keith Lowerty, sales manager of the company, stated that orders are on file for 1000 pieces of the art ware to Los Angeles, and 800 pieces to Chicago. Mr. Lowerty further said that the kiln has a capacity of 25,000 pieces a month, and this is expected to be the regular output, judging from the orders that are coming in for the goods. He further stated that there are twenty people employed and that the pay roll is now $400 a week.

Concerning Spooks and Dishes

A REMARKABLE story comes from our cousins across the mill pond, concerning a nineteen-year-old girl, by the name of Gwynneth Morley, who worked in a spinning mill at Keighley. The chief occupation of the mill is spinning yarns, which are guaranteed by the British College of Psychic Science.

It appears that this young lady was in the habit of seeing a mischievous ghost, which we might call in our country "spirits," and which we are forced to confess often effects many of our own mill hands. It wasn't a bad ghost, nothing was ever stolen, not even a kiss; and nothing was hurt, but the crockery and glassware of the College of Science where the girl was taken for examination.

The case became the subject of much discussion with the scientists and physicians, especially when the young lady on being transferred to the cookery part, of the establishment caused a plum pudding to jump out of a bowl five feet away.

These manifestations of the power of the spirit became so great and puzzling that the great master of mystery, Sir Arthur Conan Doyle, was called in to try to unravel the case. In the meanwhile, Mr. Hewaft McKenzie, of the British College of Psychic Science, took the young lady into his kitchen where she immediately demolished five hundred dollars worth of crockery and glassware, and put that estimable gentleman in a perplexed state of mind and also to much expense.

Of course, we calm Americans, view the affair in an entirely different light from our cousins over the water. In the first place the Scientific Mr. Hewaft McKenzie showed very bad judgment in using a "spinner" in connection with the crockery and glassware business. Crockery and glassware should never be spun under any circumstances. If Mr. McKenzie had placed her in a rubber tire factory, it would have been all right. She could have bounced the tires until she was tired or was bounced herself.

The crockery and glassware people are very careful whom they employ in handling their goods; no nervous people, those who see ghosts, or have the "D. T" are wanted. Of course, after the goods are passed to the consumer their interest may become somewhat lax, and we can venture to say that we have heard of a few overzealous manufacturers giving away, as presents to their customers, oil floor polish, wax polish, hammers, and very greasy dish-pan soap, but this is only a matter of their own conscience.

China Factory Has Expansion

An extensive improvement program, providing for the construction of three new kilns and the extension of the main building to cover two adjoining lots, is under way at the plant of the Mission, located at 652 South Griffin Avenue, Los Angeles, according to R. D. Sangster, manager of the industrial department of the Los Angeles Chamber of Commerce.

T. J. Hawkes Co. Showing New Designs In Exclusive Glassware

WITH high favor for Spanish motifs and models to harmonize with interior furnishings and architectural loveliness of the new Florida homes which are now being constructed by southern property owners and enthusiasts, the T. G. Hawkes Co., with showrooms at 542 Fifth Ave., N. Y., is abreast of the times in developing some of the most enticing patterns in new table glass, vases, and odd ornate pieces representing the finest conception of Spanish temperament in reproducing period decorations and shapes. The exquisite colors, Persian blue, emerald green, ruby, amber together with black and white, are marvelously produced in brilliancy of tones. A noticeable type of vase, christened, "the bootleg shape," because of its truthfulness to the bootleg model, represents an old type of glass, in Castilian design; old castles, galleons and armored warriors, beautifully engraved adds charm to these specially modeled flower receptacles. Handsome bell shaped stemware, carrying out the same designs and motifs as the vases, are compelling features for table service in lovely ruby, amber, green colors and white. Other decidedly showy and artistic vases engraved, in beautiful floral designs, white through the black and blue glass, tiger lilies, wisteria and thistle, defy nature in

Seeking a Standard Milk Bottle

In testing the relative strength of various kinds of crockery submitted by hotel associations and crockery makers different machines are used. The pendulum with a steel ball attached and a scale showing distance as well as hitting power is used against the plates, and an adaptation of it against the glasses and tumblers. The investigators say that a tumbler that can stand the test without breaking could be dropped four feet upon a concrete floor without damage.

Study is also given to the "cobweb cracks" that occasionally appear in dishes. Detailed tests are made with porcelain and enameled ware to determine their durability. Many thousand plates and more than 6,000 samples of plate glass, as well as innumerable kinds of china and crockery, have been broken in the tests.

A kindred investigation conducted by the Bureau of Standards is a close study of milk bottles. In the manufacture of milk bottles needless expense is incurred under present conditions because of a lack of uniformity in sizes and markings required by the different States. To eliminate this source of waste the Bureau of Standards is testing various bottles to establish specifications for the container that best meets all requirements. These standards, when established, will be the result of scientific study and mutual agreement among manufacturers, dairymen and legislators.

Investigators point out that there are twenty-three sizes of milk-bottle caps, and the variety of bottles is even greater. Such confusion means great expense, ultimately borne by the consumer. Manufacturers of bottles are compelled to keep on hand expensive molds with various markings, in order to make bottles to suit the legislation in each State. One State requires a bottle to be filled to within a quarter of an inch of the cap, while another states that the bottle must be entirely full, others allowing varying degrees and standards of contents and size.

Good Year in Czechoslovak Toy Industry Expected

Commercial Attaché James F. Hodgson, Prague, Oct. 10

Toy manufacturing in Czechoslovakia is largely a home industry; statistics as to employment and activity are not obtainable, but in the first seven months of this year the industry was well engaged. During August and September many complaints were heard regarding a slackness in the foreign demand for toys, but more recently it is reported that there has been a considerable improvement, owing to the holiday trade.

The following statistics show the exports of toys from Czechoslovakia, by quantity, value, and principal countries, for the first seven months of 1924 and 1925:

Czechoslovak exports of toys

Wooden toys, first 7 months—

Exported to—	1925		1924	
	Metric tons	Czechoslovak crowns[1]	Metric tons	Czechoslovak crowns
Great Britain	190	2,233,000	143	1,693,000
United States	157	2,123,000	216	2,744,000
Germany	119	1,102,000	51	464,000
Austria	31	356,000	18	193,000
Canada	14	153,000	13	124,000
Yugoslavia	...	.....	...	.....
Others	125	1,777,000	109	1,288,000
Total	636	7,744,000	550	6,506,000

Metal toys, first 7 months—

Exported to—	1925		1924	
	Metric tons	Czechoslovak crowns[1]	Metric tons	Czechoslovak crowns
Great Britain	40	512,000	17	258,000
United States	59	819,000	64	780,000
Germany	...	.....	...	.....
Austria	...	.....	...	.....
Canada	...	.....	...	.....
Yugoslavia	6	66,000	2	55,000
Others	42	762,000	21	367,000
Total	147	2,159,000	104	1,460,000

[1] Czechoslovak crown is equivalent to 3 cents.

Current export prices for Czechoslovakia toys are at approximately the same level as last year at this time, and there are no indications of any substantial increases in the immediate future.

Boston Lamp Parties Popular

The home made lamp shade parties are being conducted in Boston this season, are proving to be mighty successful. A number of schools conducting these classes, report a large increase in membership over last season. It is evident that a number of homes in Boston will be equipped with electric lamps this season.

CAUGHT IN THE NEWS NET

AN arrival in New York, Wednesday, was "Lou" Reizenstein, who came for a short stay to display his line of decorated glassware and to attend to other business. His friends here will be unusually glad to see him about again after the accident he had recently in Pittsburgh, when he was hit by an automobile, while crossing the street, and which incapacitated him for some time.

Miss McArthur, buyer for Dudley, Given & Simpson, Rochester, N. Y., was in the market this week placing orders for her firm principally to fill in her stock for the holiday trade.

The many friends of Harry P. Muirheid will learn with deep gratification of his continued improvement. He has made steady progress on the road to recovery for several weeks and is now able to be about his home at Newark, N. J.

Charles L. Wise, of the concern of David L. and Charles L. Wise, manufacturers representatives, sailed last Saturday accompanied by Mrs. Wise for a trip to Bermuda. He expects to be back in New York by the latter part of November.

E. W. Hammond will leave on Sunday night for a visit to the Knowles, Taylor & Knowles factory, East Liverpool, Ohio, and the Jeannette Glass Co. plant, Jeannette, Pa., both of which he represents in New York.

Eugene Fondeville head of A. J. Fondeville & Co., is making preparations to sail on the Mauretania next Wednesday for a short trip to the factories in England and France represented by his firm in this country.

Victor G. Wicke, president of the Imperial Glass Co., Bellaire, O., arrived in New York on Monday to spend a week here consulting with his New York agents, Cox & Co.

H. Wallace Thomas, of the Diamond Glassware Co., Indiana, Pa., was a visitor in New York this week consulting with his local agent, Frederick Skelton. Mr. Thomas made a very brief stay in the city as he had pressing business at the factory that required his attention.

Edward Reiwald, traveler for A. J. Fondeville & Co., returned to headquarters on Monday after completing his fall trip in the interest of his concern. Mr. Reiwald says that business is good with the retailers and that everything points to business opening up well for the wholesalers for 1926.

Paul A. Straub & Co., Appointed Representative for Rona Crystal

Announcement has just been made that Paul A. Straub & Co., 105-107 Fifth Ave., New York, have been appointed sole representatives for the United States and Canada for the well and favorably known Bohemian table glassware line known as Rona Crystal. This line has been sold in the American market for many years and is well known throughout the country.

The factory make nothing but tableware and every workman in the plant is a specialist in this particular line of glassware. One of the features of the line is their iridescent glassware that is absolutely guaranteed.

The Straub concern expect to carry a stock in New York of the best patterns and shapes in the line, so that orders can be filled immediately.

Salesmen's Association Nominates Officers

A special meeting of the Pottery, Glass & Brass Salesmen's Association was called on Tuesday, November 17th, for the purpose of electing candidates for president, vice-president, secretary and treasurer to serve for the year 1926 and three directors to serve three years from January 1st, 1926.

The nominees are as follows: President, John J. Hines; vice-president, Julius Rosenfeld; treasurer, Wm. H. DeMars.

For directors: Thos. Smallwood, G. L. Pitcairn, Lee Schoenthal, Wm. S. Anthes, Justin Tharaud, Abe. H. Hays, Guy Cooke, Eugene L. Fondeville and Howard R. Handy.

For Territorial Vice-Presidents: San Francisco, Moey K. Lindner; Boston, Wm. J. McQuilland; Philadelphia, John A. Nixon, A. S. Baker, John Guy Hawthorn; Montreal, Robert H. May; East Liverpool, Geo. B. Fowler and Wm. L. Smith, Jr.; Chicago, E. M. Meder, G. W. Bergstresser, Oscar C. Helm; Baltimore, Howard R. Harr and Howard S. Bokee; Toronto, Wm. Junor; Cleveland, Chas. J. Dooley; Portland, Ore., Albert Jassman; Albany, N. Y., Ernest H. Wade; Detroit, David R. Ballentine; Pittsburgh, Chas. L. Reizenstein; Carrollton, Herbert K. Connor; New Martinsville, Ira M. Clarke; Washington, D. C., I. E. Fronani.

Territorial Vice-President at Large: Harry P. Muirheid.

The annual meeting of the association for the election of officers will be held at the Crockery Board of Trade rooms

Salad Bowls—the Counter Attraction



The six members of our Beech Salad Bowl family are all so lovely that your customer will linger long to make up her mind which she wants.

Brilliant colors for which Winterling is famous; beautiful decoration in bouquet floral effects; year 'round sales to keep you happy.

Write for attractive price on Beech assortment.

See for yourself
Send for samples

ASSORTMENT OF 6 PATTERNS, 2 DOZEN OF EACH, TO A CASE.
(Only 3 of the 6 patterns are illustrated here.)

WINTERLING
Fancy China
Supreme in its Field

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China.
ENTIRE FIFTH & SIXTH FLOORS - 49-51 WEST 23RD STREET, NEW YORK CITY

at 10 o'clock in the morning, December 10.

At a meeting of the Board of Management of the association preceeding the special meeting one new member was elected. This was Emil Hellenthal, with the Grand Leader Dry Goods Co., Everett, Wash. Mr. Hellenthal was recommended by Albert Jassman.

A resolution on the death of Bertie Rosenfeld, of Lazarus & Rosenfeld, was adopted and a copy ordered sent to members of the late Mr. Rosenfeld's family.

The members of this board received news of the death of Bertie Rosenfeld with deep regret. During the many years of his membership in this organization he had gained the esteem and friendship of his associates and the affection of those who knew him best. In his serious and long continued illness and suffering, which he bore with such admirable patience and fortitude, he had our sympathy and heartfelt best wishes. His benevolences were characteristic of the man-quiet and unheralded.

To his family and immediate associates we tender our sincere sympathy.

The folowing resolution was adopted by the board on the death of Dwight Carlton Tracy:

WHEREAS, there has been gathered unto his fathers Dwight Carlton Tracy, and

WHEREAS, he was an outstanding figure in the trade he so long adorned, and

WHEREAS, he was a charter member of the Pottery, Glass and Brass Salesmen's Association and long took as active interest therein as his time would permit; therefore be it

RESOLVED, that the Board of Management of this Association go on record as deeply regretting the untimely demise of their old friend and associate, and

RESOLVED, that these resolutions be spread on the minutes of the Asociation an da copy be sent to his bereaved widow with the payment of the death claim.

Plans Progress for Chicago Show

Preparations for the Mid-Winter Chicago show at Hotel Sherman, February 1 to 6, are going ahead fast. Reservations of rooms by worthwhile manufacturers are being made in exceptionally large numbers.

The Mid-Winter Chicago show, like the Mid-Summer show held in previous years, has for its principal theme of operation: "Give buyers the utmost freedom in selecting their merchandise from offerings by the largest number of exhibitors."

The officers of the Hotel Sherman exhibit believe that the problem of purchasing merchandise is one which should not be restricted in the slightest degree by any act on their part to restrict the number of firms which exhibit merchandise.

This will be the policy of the mid-winter exhibit because it has been proven that buyers have given their stamp of approval by attendance in ever increasing numbers at these exhibits.

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers of Lamps, Shades and Their Accessories

By Beatrice Miller Wisner

Distinctive New Imported Lamps and Novelties

Artistic beauty, elegance and novelty, combined with commercial value, make a strong appeal in the beautiful imported lamps and gift objects offered by Oscar O. Friedlaender Co., 40 Murray St., New York. The new lines include, objects d'art, engraved mirrors, smoking stands, Dresden lamps, electroliers, ship models, French lamps, shell flowers, crystal chandeliers, etc. These are rare examples of exclusive merchandise among the fascinating objects displayed at the firm's attractive showrooms. The lamps, illustrated herewith, are only two of the extraordinary models which characterize the assemblage of fine lamps and lighting novelties. The exquisite modeling of the figure lamp, is a splendid demonstration of Dresden handcraft in color and artistic posing. The lovely Georgette shade, so harmoniously adapted to the type of lamp, adds a touch of elegance to the ensemble. The unique candle-light lamp, pictured, with novelty shade and decorated standard and holder, is also a fine example of the decorator's skill. For gift shops, department stores and novelty shops, these fascinating ornamental and useful lamps are compelling features for all-year gifts, lending a note of elegance where occasional furniture is employed, to heighten the artistic effect. The care, thought and taste which have been exercised by the concern, in making the above choice selections, are of great assistance to those desiring the better type of specialty selected novelties and luminators.





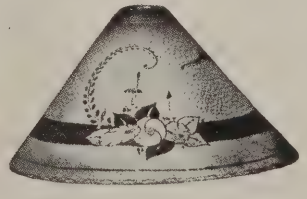
New Bracket Sockets from Circle F. Mfg. Co.

The new small size sockets recently added to the line of brass shell sockets, manufactured by the Circle F. Mfg. Co., Trenton, N. J., are especially well adapted fittings. These are firmly constructed and of superior finish, and are easily and readily adjusted. The firm has also added sturdy, rigid bracket sockets to the candle group. These new bracket sockets are excellent additions for the purpose designed. Switches, attachment plugs, receptacles and rosettes are also among the complete line of dependable wiring devices manufactured by the above concern.

Arvan Creations Unique Types of Lamp Shades

In following out some of the most fascinating conventional designs applied on pigskin effect, the Arvan Co., 105 West 16th St., New York, has created a beautiful original type of lamp shade in many varieties. The Empire shades for junior and table lamps and also the bridge styles come in 12 different decorations. The decorations are so artistically adapted to this style of shade, showing the lovely motifs through the transparency of the fine texture of pigskin effect, that there is nothing left to be desired in the creation. Black mingled with brilliant colored designs, tailored styles showing banded borders and scroll designs on clouded backgrounds, are novel and pleasing in the truthful execution of the motifs, etc. Silhouette figures, birds and flowers play a large part in the beautiful decorations so artistically painted by skilled artists. The illustrations herewith, give a good idea of some of the original decorations which have been developed on pigskin effect by the Arvan process. New types are constantly being produced by the firm, displayed at the above showrooms, and are alike popular with gift shops, department stores and specialty shops.







Dainty Boudoir Lamp
No. A—24.

THE finest small lamp proposition ever offered to the trade. Unique design and big production enable you to offer this lamp is about $2.50 retail, complete with electric cord and attachment plug. A wonderful Holiday gift item. Made in green, blue and canary glass, satin finished, plain or with artistic cutting; also in six different styles of decorations in colors.

Order now for Christmas business.

Each lamp packed in individual reshipping carton—six small cartons to one large carton.

UNITED STATES GLASS COMPANY
PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.
INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMANN
West

ROY E. HENDERSON
President

AMERICAN BUYING OFFICE IN GREAT BRITAIN

Specializing In

Pottery and Kindred Classes of Merchandise

A reliable service to Buying Departments of non-competitive American Importers of General Merchandise (Wholesale or Retail) including packing, forwarding, shipping, consular, insurance, banking and general commission agent.

The service does something more than pay for itself, otherwise it could not remain in existence

You are invited to make this office a sub-branch of your buying division

References gladly exchanged

JOHN TAYLOR
WHARF STREET, STOKE-ON-TRENT, ENGLAND

Manager. J. Fielding Taylor, Member North Staffs. Chamber of Commerce
Bankers: District Bank Ltd., Spring Gardens, Manchester
Cable address: "Taylorient, Stoke-on-Trent"

"Dandy-Line" Yellow BOWL SETS

3 - 4 - 5 - 6 - 7 Piece. Acknowledged the best made. Largest selling sets on the market. Why? Let us tell you.



The BRUSH-McCOY POTTERY CO.

ZANESVILLE, O.

N. Y. Office—Cox & Co. 120 5th Ave.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

THANKSGIVING sales and specials were featured by Chicago department stores this week. The Boston Store offered Thanksgiving dinner and glassware. American shape, 100-piece dinner sets were priced at $21.95; 100-piece, imported China dinner sets at $34.95 and 100-piece Mayflower octagon shape sets at $29.95. Thin blown lead glass tableware, including sherbets, goblets and wine glasses, were marked 19c each. The Fair featured 1,000 Narcissus mirrors, in 50 designs, including mantel, buffet, console and three panel styles, priced according to size from $2.50 to $30. The Fair also offered 4,000 vase lamps in all sizes, complete with shade, at $2.50 to $7.95. Other specials offered by this store were in the houseware and dinnerware departments.

Hillman's offered many specials in lamps this week. Three hundred bridge and junior lamps were featured at $3.19; a bridge lamp with shade at $4.95; and pottery base lamps with parchmentized shades at $5. Bargains were also offered in 100-piece gilt lace pattern dinner sets at $10.95, 31-piece white porcelain dinner sets at $1.98 and 23-piece china tea sets at $4.95. The Leiter Building Stores held a "Value Sale" this week in which floor, reading, table and desk lamps of wrough iron stands, were sold, 60c on the dollar. A polychrome mirror was marked at $3.98 by this company.

Burley & Co. continued its 87th Anniversary Sale. Spode Copeland and French china dinner sets were featured and values offered in Val Saint Lambert Belgian Ringing Crystal, pottery, ornamental wares and lamps. The John M. Smyth Co. featured a Thanksgiving dinner table included in which were goblets, oyster cocktail and sherbet glasses, glass plates, candlesticks and a 26-piece Tray priced at $26.10. This company also offered specials in table and reading lamps.

An Underpriced Selling of Lamps was offered this week by The Three Wieboldt Stores. A wrought iron junior lamp with shade was featured at $14.85, and wrought iron bridge and junior lamps, complete with shades, were priced at from $6.95 to $22.85. Special values were also offered in Thanksgiving China dinner sets. Pitkin & Brooks' retail department store also offered special prices in China dinner sets. Sets were priced at from $40 to $375. A reduction of 25 to 33⅓ per cent was given on lamps and Bavarian and Japanese pottery items were offered at special prices.

The large furniture companies offered many interesting values. The L. Fish Furniture Co. held its 67th annual Thanksgiving Sale. A 100-piece Imperial Ivory China dinner set was priced at $26.75 and wrought iron bridge and junior lamps were marked $19.50. L. Klein Furniture Co., featured a Dutch silver boudoir lamp with shade at $1. Straus & Schram offered bridge lamps at $13.25, floor lamps with hand painted shades at $18.75 and polychrome finish wrought iron floor lamps at $12.80. The General Furniture Stores offered assorted hand fired American dinner ware in 50 and 100 piece sets. A 50-piece set was featured at $11.95. The Peterson Furniture Co. held a dinnerware sale, offering 100-piece sets at $27.50, $37.50 and $47.50.

The Hartman Wholesale Corp., dealers in crockery and glass, increased its capital stock from $40,000 to $250,000,

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Triangle 1000

changed its location and increased its number of directors from 5 to 7.

The Chicago Artists Packing Co., 205 East Grand Ave., was recently incorporated by Wm. F. Ford, Elmer U. Youngquist and Edgar H. Deets, with a capital stock of $2,000, to pack, crate, store and ship articles of pottery, pictures, paintings, sculpture and furniture.

Ralph B. Kraetsch, Secretary of W. C. Owen, Inc., Shops Building, left last week for a trip east to call on the factories which his firm represents in this territory.

Oscar Helm, of Helm & Soukup, manufacturers' representatives and importers, returned this week from a two weeks' business trip.

Mrs. E. D. Leavitt, head of the Manufacturers' Sales Service Co., Shops Building, is leaving this week for a business trip to New York and other eastern points.

Clyde Reasner, of Kelly & Reasner, chairman of the publicity committee of the Glass, Pottery, Lamp and Housefurnishing Association, is now perfecting the advertising campaign for the "Market Event" to be held the first two weeks in Chicago's display rooms, and the attention of buyers throughout the country will soon be called to event.

Finds Superlatives Overworked

Although the great majority of advertisers say no more in their "copy" than they can make good in their product, the National Better Business Bureau says, but some of them are still impairing reader confidence with four and five syllable expressions.

In one advertisement of a middle western retail store, the other day, the Bureau points out, the following words appeared:

	Times
Beautiful	4
Charming	1
Exquisite	1
Extraordinary	1
Fascinating	2
Exceptional	1
Gorgeous	5
Luxurious	1
Marvelous	1
Magnificent	2
Miraculous	1
Phenomenal	2
Sensational	2
Splendid	1
Tremendous	1

Many newspapers and other advertising mediums are doing much to combat this type of advertising, the National Better Business Bureau adds, by refusing it admission to their columns.

WHAT TO BUY AND WHERE TO BUY IT IN — CHICAGO — A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

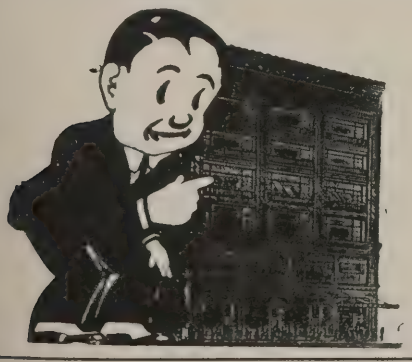
IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Burke Studios
National Glass Novelty Co.
Quaker City Cut Glass Co.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

VISIT THE SHOPS BUILDING FIRST WHEN IN CHICAGO—17 N. WABASH AVE.



R. M. MEDER CO.
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

ROSENBERG & LURIE
We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*
178 W. Jackson Blvd.
Phone Wabash 6589

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

Want Assistant Buyer for China and Glassware

ASSISTANT BUYER, China and Glassware. Must be familiar with sources of supply, know how to buy, how to handle selling force. Good opening for an ambitious young man, in one of New York's largest Department Stores. Applications will be treated in confidence, so please go into full details of your experience, present position, salary expected, etc.

Address K, Box 204,
228 West 42nd St.,
New York City

SALESMEN WANTED FOR FOREIGN AND DOMESTIC DINNERWARE

SALESMEN WANTED—With thorough knowledge of Foreign and Domestic Dinnerware. Eastern Pennsylvania, West Virginia and Southern Territories open. State previous experience and give references. Fisher Bruce and Company, Philadelphia, Penna.

SALESMAN WANTED FOR CHINA AND GLASSWARE

SALESMAN WANTED—Large New York Importers of china and glassware have an opening for a thoroughly experienced salesman acquainted with the jobbing and department store trade in the Middle West and Eastern Seaboard. We want a producer. Apply by letter so that interview may be arranged. Box 506, care of Crockery and Glass Journal.

WANT SALESMAN WITH REAL SELLING ABILITY

THE growth of our hotel china department affords an unusual opportunity for a salesman possessing a thorough knowledge of the line, together with real selling ability. If you have a proven record, communicate with E. Kronman, Incorporated, 211 West 19th Street, New York City.

WANTS BUYERS POSITION

BUYER'S POSITION WANTED—A man with twenty-five years experience as buyer of china, glassware and housefurnishings is now open for position; can furnish A1 references. Is full of pep and knows the business. Box No. 515, care of Crockery & Glass Journal.

SALESMAN WANTED TO SELL DINNERWARE LINE IN SOUTH

SALESMAN wanted to sell a high-class line of American Dinnerware through Louisiana, Mississippi, Alabama and Georgia on a commission basis. Must be acquainted with the trade and able to get results. Address Box 514, care of the Crockery & Glass Journal.

WELL-KNOWN CHINA SALESMAN SEEKS OPENING

WELL-KNOWN china salesman of unusual capabilities and wealth of experience is looking for a good opening with a concern of standing either domestic or import. His successful sales record covers experience in selling French, German, English and domestic lines. Acquainted with china buyers throughout the country including department stores, jobbing, mail order and scheme trade. Box 512, care Crockery and Glass Journal.

DINNER AND HOTEL WARE SALESMAN WANTED

SALESMAN—Experienced, wanted by Pottery manufacturing semi-porcelain dinner and hotel ware. New York, Pennsylvania, Maryland, Delaware and Virginia—good connection for right party—commission basis. Address, Pottery, Box 1131, City Hall Station, New York, N. Y.

WANT TWO SALESMEN FOR DECORATED LINES

TWO experienced salesmen wanted, one to cover New England, New York and Pennsylvania, and one for the Middle West. Must be live, energetic producers to sell well-known line of decorated glassware, imported pottery and novelties. These are good positions and require good men to fill them. Replies must state qualifications in detail and give references. Address Box 517, c/o Crockery & Glass Journal.

EXPERIENCED SALESMAN IS OPEN FOR ENGAGEMENT

SITUATION WANTED—Experienced Salesman of china and glassware with wide acquaintance in the trade, thorough knowledge of the business, is open for engagement January 1st with a substantial concern; convincing references and further particulars exchanged. Box 504, care Crockery & Glass Journal.

Want Experienced Traveling Salesman

WANTED—Traveling salesman experienced in House Furnishing and kindred departments in large cities of East and Middle West to represent old established house. Give full details in first letter. All communications strictly confidential. Address Box 516, care of Crockery & Glass Journal.

Buyers in New York

November 16th, 1925.

M. Gollin, toys, Gollin's Dept. Store, Gary, Ind., Pennsylvania.
W. Ellison, silverware, Wm. H. Block Co., Indianapolis, Ind., 463 7th Ave. (S. M. Goldberg).

November 17th, 1925.

W. R. Hays, silverware, Paul Stekette & Sons, Grand Rapids, Mich., 105 Madison Ave. (Mdse. Reporting Co.).

November 18th, 1925.

O. Wiggs, house furnishings, Wiggs Fair Co., Pontiac, Mich., Pennsylvania.
G. Bourbon, house furnishings, china, toys, Duffy Powers Co., Rochester, N. Y., 1150 Broadway (Felix Lilienthal & Co.).

OBITUARY

Dwight Carlton Tracy

The sudden death from heart trouble of Dwight Carlton Tracy, manager of the import and domestic glassware department of Geo. Borgfeldt & Co. last Thursday morning, November 12, which was previously reported in the CROCKERY AND GLASS JOURNAL of that date, will be a great shock to his many friends in the trade who will learn of his passing with real sorrow.



Dwight Carlton Tracy

Mr. Tracy's illness was not considered at all serious when he remained away from business on Tuesday and Wednesday preceding his death on Thursday morning, hence when word came of his sudden passing, his friends and associates were totally unprepared for the sad news.

Mr. Tracy who had been with the Borgfeldt concern for thirty years, was a man of a great deal of ability in his line and was probably as well posted on glassware as any man in this country.

He was born at Plainfield, Conn., in 1863, and had been connected with the glassware business practically all his business career. His connection in the business before he became associated with Geo. Borgfeldt & Co., was with the Mt. Washington Glass Co., Mt. Washington, Pa.; W. H. Lum & Son, New York and the J. D. Bergen Co., Meriden, Conn.

Mr. Tracy was a man of a great deal of personal magnetism and people were generally attracted to him wherever he went. He was well read and the knowledge on a wide variety of subjects which he possessed, together with his being a clever conversationalist made him always most interesting to meet.

Mr. Tracy's death occurred at his apartment in the Hotel Chelsea, New York, where he lived during the winter months, but he considered his real home at Neponsit, L. I., where he maintained a beautiful country place.

The funeral service was held at the Little Church Around the Corner, New York, last Saturday afternoon at two o'clock. The Church was completely filled with officials of Geo. Borgfeldt Co., and his late associates in the concern, as well as a great many members of the trade.

He is survived by his widow, one brother and a sister.

Confidence

UNCERTAINTY generated by lack of confidence in your basic materials is uncomfortable and often expensive.

You may be confident of the quality of R & H Ceramic Chemicals, Minerals and Oxides. Their production is rigidly supervised—the finished materials inspected and reinspected.

We constantly call into play our extensive knowledge and experience in ceramic material manufacture. They insure your complete satisfaction with these essential materials.

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue New York

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

Edward D. Libbey

Following a short illness of pneumonia, Edward D. Libbey, aged 71, world famous figure in the glass industry, internationally known art connoisseur, and one of Toledo's foremost citizens, died last Friday, November 13, in his suite of rooms at a local hotel in Toledo.

Mr. Libbey was in the best of health, apparently, until the Sunday night before his death, when he contracted a severe cold. Pneumonia developed and intestinal flu added to the trouble.

With Mrs. Libbey, the glass magnate, arrived in this country from a summer in Egypt only a few weeks ago. Mr. Libbey reached Toledo the latter part of October and intended to spend several weeks there before going to California, where he has a large estate.

Mr. Libbey was the son of the founder of the Libbey Glass Mfg. Co., Toledo, and was active in the management of the company until twenty-five years ago, when he retired from the concern and assisted in promoting the Owens Bottle Co., and the Libbey-Owens Sheet Glass Co., of which he was chairman of the board of directors and president respectively.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co.. Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
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DOLLS AND TOYS
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Vol. 101 November 26, 1925 No. 22

AS THE EDITOR SEES IT

We Have Much To Be Thankful For

Another year has rolled around and once again Thanksgiving Day is upon us. Many of us will travel miles to be with the old folks on a great day of family reunions, while others of us who are too far away will traverse this distance by thoughts of loved ones.

We in the Crockery and Glass trade have much to be thankful for. Conditions during the past year have been very favorable, there has been a steady movement of stock, while conditions throughout the nation in general are very favorable and present indications are that there will be nothing to disturb the present situation for the next nine to twelve months.

Aside from business conditions we have much to be thankful for in the things to which we give too little thought. We should give thanks for the friendships which we enjoy in and out of the trade, for each new morn and the joy of daily tasks to be performed.

We should be thankful for life itself. It is as we make it and to what degree our thankfulness is due depends only upon ourselves.

What Is Advertising?

An attractive office, courteous salesmen, a telephone girl with a smile in her voice, letters written and neatly typed are advertisements just as surely as words painted on a billboard or printed in newspapers.

"Every transaction," says Bagology, "is an advertisement. A satisfied customer comes back for more, which is the cheapest of all ways of getting business."

Every purchase can be turned into an advertisement. A reputation for fairness, honest dealing and prompt payment of bills has carried many a business through a 'killing frost.'"

There's Always a Place for the Doer

Most of us have read Elbert Hubbard's great work, "A Message to Garcia." This "literary trifle" as, the author termed it, was written one evening after supper in a single hour. Since that memorial evening over forty million copies of "A Message to Garcia" have been printed—a greater circulation than any other literary venture in the lifetime of the author.

While the work itself deals with Cuba, General Garcia and the insurgents, not to forget, of course the hero who carried the message "a fellow by the name of Rowan," it is the lesson conveyed therein that has resulted in its wonderful popularity.

Rowan was the type of fellow who did what he was told without asking why or how. He simply went ahead in spite of all obstacles and accomplished his task.

There is always a place for this type of man whether it be to convey perilous messages or to master the intricacies of the crockery and glass business.

Uses Train Cards Successfully



"WHERE should I do my Christmas shopping?" Hundreds of people ask that question, even when they are on their way into the city to get the right gifts and very often the store to which they take their trade is favored because of interesting advertisements. There is hardly a store in New York City that does not use newspaper advertisements during the holiday buying period, so R. H. Macy & Co. have adopted poster advertising as an unusual method of increasing business.

In every suburban train that runs to points within fifty miles of New York City a vividly colored poster tells the buying public why a visit to Macy's is worth while. The panel to one side of the car door, perhaps the most conspicuous place in the car, has been chosen by this company for its posters. Every commuter may have his head buried in a newspaper, but at some time during the trip the Macy poster is seen. There is no avoiding it!

Poster advertising has been used a little over a year now by this department store and, according to Irving Price, deputy advertising manager, results are getting better and better. Posters are changed at two weeks to a month intervals, according to the time of the year. Th posters always have a seasonal appeal and tie up with th store's newspaper and direct-by-mail advertising.

Christmas Poster Successful

Last year's Christmas poster was very successful an one that is similar will be used for this season. Ton Sarg, the artist and marionette manipulator, who arrange the Toyland window displays for Macy's, also drew an designed the poster.

There is always plenty of color in the Macy poster but this one looked as though it had more colors than tw rainbows put together. It was made especially for youn people whose parents might be taking them into the city t visit a "Wonderland," and it was a strong argument i favor of going to the one at Macy's. The poster itsel showed an imaginary view of Macy's store to which hun dreds of people were rushing to look into gorgeous wir dows. In the foreground was part of the big parade o clowns and soldiers, tall men and dwarfs, which Macy' has every year. Then, of course, there was a picture o Santa sitting on his imposing throne.

The colors used in the Christmas poster included yel low, black, pink, red, white, blue, green, gray and red People down at the far end of the car had to see th poster, and Mr. Price depends on color to attract atten tion to his advertising. The size 33 x 21—almost doubl that of other posters in the car—also attracts attentior

"Newspapers are generally regarded as the only goo field for department store advertising," says Mr. Price "But when the newspaper readers look up from thei page for a moment they see our poster. We 'get them going and coming,' in the newspaper and by the poster We are making definite suggestions with our posters an that, I believe, is one of the necessary characteristic o posters in the department store field."

Do It Today

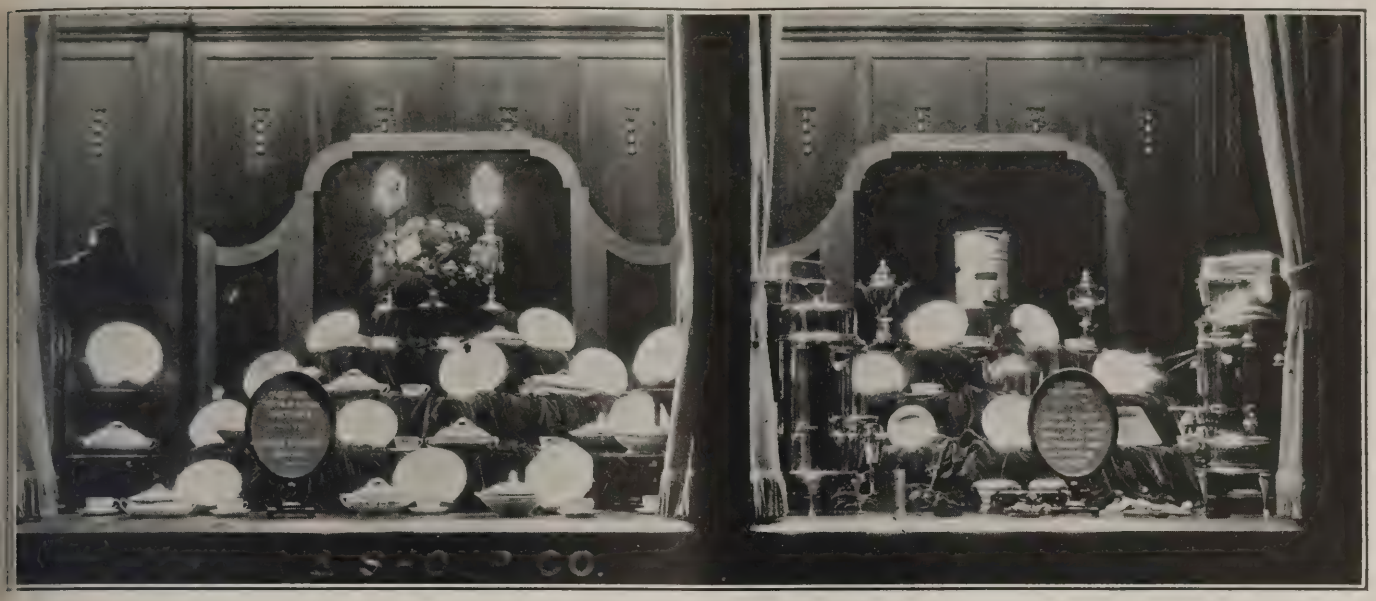


If you use delivery wagons tr this advertising idea!

Have two waterproof signs painte on cloth to attach to each side o wagon. Wording should be

DO IT TODAY!

YOUR CHRISTMAS
SHOPPING AT MAPLES
ONLY A FEW
DAYS UNTIL
CHRISTMAS



Attractive window display of Regnier & Shoup Mercantile Co., St. Joseph, Mo.



CAPITALIZING THE HOLIDAYS

THE arrival of Thanksgiving Day ushers in the holiday season and department and housefurnishing stores as well as gift shops and in fact all establishments handling dinnerware, are featuring that item in their window displays and newspaper advertising for big dinner spreads are closely associated with the holiday season. Naturally the good housewife's thoughts turn to her dinner set when she contemplates company for dinner. Are there enough pieces to go around? She remembers then that some dishes in the set were broken and have not been replaced. That evening a newspaper advertisement catches her eye or else a store window display the next morning and a sale is made. Thus the holidays are capitalized through the medium of advertising.

Now as the merchandising tendency develops toward more diversified lines the average retailer is constantly searching for items which necessitate only a minimum investment and which will turn rapidly enough to insure a reasonable profit. According to Dan E. Billman, hardware merchant in Minneapolis, dinnerware is a line that can be handled very profitably in connection with the kitchen-ware department and the fact that Billman has been successful gives weight to his opinions.

Billman's stock of dinner-ware consists solely of "open-stock" patterns and will inventory on the average about $300 worth. It is housed on two low tables or cabinets which measure about 4 by 8 feet each and which are located directly in front of the kitchen-ware shelving. Samples of the various items and patterns are carried on top of the tables while the surplus stock is carried below where it is protected by sliding doors along either side. This stock, with no special pushing, turns approximately

(Continued on Next Page)



Thanksgiving Day Ad Used by Hahne's Department Store in Newark, N. J. This ad proved a real sales-getter.

U. S. Has Made Marked Progress in Eliminating Industrial Waste

PROGRESS the United States has made during the past five years in the elimination of industrial waste on a national scale has brought about "one of the most astonishing transformations in economic history," according to Secretary Hoover, whose annual report, made public recently, surveys American industry in support of this contention.

"What the country as a whole has accomplished during the past five years in increased national efficiency in these directions is impossible of measurement," says Secretary Hoover. "Nor does the Department of Commerce lay claim to credit for the great progress that has been made save as we may have helped to organize a definite public movement. That movement is the result of a realization by every group—business men, industrial leaders, engineers, and workers—of the fundamental importance of this business of waste elimination.

"In addition to elimination of waste we have had the benefit of notable advances in science, improvement in methods of management, and prohibition. Thanks to elimination of waste and these other contributing factors, we can as a nation show one of the most astonishing transformations in economic history."

The Secretary then calls attention to figures from the Department of Labor indicating that whereas in 1920 the wage rate was 99 per cent above pre-war and the wholesale price level 126 per cent above pre-war, in 1924 the wage rate had risen to 128 per cent above pre-war, while the wholesale price level had dropped to 50 per cent above pre-war.

"While wages are higher than in 1920, wholesale prices are lower," he explains. "We thus have the highest real wage in our history, and we have had three years of remarkable price stability."

Results Peculiar to U. S.

Comparable British figures are quoted to prove that these results are peculiar to the United States. The British wage rate in 19920 was 130 per cent above pre-war and the wholesale price level 183 per cent above pre-war, while in 1924 wage rates and wholesale prices had dropped to 70 and 74 per cent, respectively, above pre-war.

Discussing the fundamental purposes of this campaign for waste elimination, Secretary Hoover says:

"The philosophy that underlies it has but one purpose; that is, to maintain American standards of living for both workers and farmers, and to place production on a more stable footing. The high standards of living enjoyed by the American people are the result of steadily mounting per capita productivity. There is only one way to further advance these standards, and that is by improved methods and processes, by the elimination of waste in materials and motion in our production and distribution system.

"Just as 20 years ago we undertook nation-wide conservation of our natural resources, so we must today even more vigorously sustain this campaign of better natio wide utilization of our industrial resources and effo More especially is this the case in view of the many co plex forces which have arisen from the war, and part ularly the difficulty of maintaining our situation as agair the competition of a world of lower standards overseas

Hold Group Conferences

The activity of the Department of Commerce in th field of waste elimination is indicated by the fact that sin the work was launched on a large scale in 1921 some 9 group conferences have been held under the auspices the Department, practically all at the request of the i dustries themselves, while upwards of 200 committees a now at work in cooperation with the Department on va ous phases of the program.

At this point in the report Secretary Hoover intr duces, as it were, various officials of the Department touch with the different industrial and commercial fiel and lets them tell for themselves the progress that h been made in each during the past five years. Some of th accomplishments noted are: greater efficiency of the rai roads, a sixty per cent increase in electric generating c pacity, wider provision and use of business statistics as stabilizing influence reducing speculation in commoditie the expansion of industrial research, the extension of th building season in the construction industries, and mi lions saved through "simplified practice."

Capitalizing the Holidays

(Continued from preceding page)

three and a half times a year, practically all sales beir in the nature of "pick-ups" to women who come into th store primarily for kitchen-ware.

Incidentally the shelving containing the kitchen-wa is arranged in low booths along the side wall. Five booth each about 5 feet wide and 4 deep, are divided off wit wallboard partitions with shallow shelves on the thr sides. Only one line each of aluminum ware, whi enamel-ware and grey ware is carried which, togeth with the glass-ware and a small line of fancy gift good forms one of the most profitable departments in the stor

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Get These Dollars



Near the holidays advertise esp cially to members of the Holiday Sa ings Clubs such as are conducted b all banks. These savings club func are distributed to the subscribing mem bers usually a few days before Chris mas.

In this connection a special bid fc Christmas Club trade can be made by announcing tha any Club Member can come to your store, select mer chandise desired and you will wrap it, set it away to b taken and paid for when the buyer comes into possessio of his or her Christmas Club funds.

lational Gift and Art Association to Hold Show Feb. 28th to Mar. 6th

S the National Gift and Art Association grows, it is hoped that all exhibits of the industry may be under its auspices and that regional conferences of uyers and retailers can be held not only in Philadelphia, pincident with Spring and Fall National Gift and Art hows, but in other sections of the country.

The new Association is being conceived and operated long sound lines and deserves the support of every manuacturer and distributor of gift and art merchandise, hether or not they exhibit in the 1926 National Gift and rt Shows at Philadelphia. Its associate membership is pen to retailers, buyers and owners of gift shops. The pportunities and possibilities of this new organization are ot limited to just successfully staging the shows in Philaelphia. It can go far and mean much for the industry if ll will turn to and help it thrive.

Beginning with the Spring National Gift and Art Show t the Adelphia Hotel, Philadelphia, February 28th to Iarch 6th, the National Gift and Art Association will naugurate conferences of retailer buyers of gift and art erchandise.

Retailers in all other lines, leaders in commerce and inustry, hold periodic meetings to discuss and solve mutual roblems. Why not buyers and owners of Gift and Art hops? What better time than at the National Gift and rt Show?

Recognizing that after all the crux of any industry lies n increasing the public consumption of its products and ervice, the active members of the National Gift and Art ssociation—manufacturers and distributors of gift and rt merchandise, desire to cooperate with the retailers in a ampaign to stimulate greater public buying of gifts hroughout the year.

Gifts reflect thought and brighten every day in the year. We should never return from a trip without something or the kiddies and wife or loved ones at home. Birthdays and holidays constantly occur. One of the former a minute, they say. Hence the slogan adopted by the Association is pat, "Every Day is a Gift Day." Electroes will e provided members and retailers for use on stationery nd in all advertising. If the entire trade, take up and ush this slogan as vigorously as the florists did they 'Say It With Flowers," it will certainly remind the public of days and events to be marked by gifts to someone they know or love.

A feature of the conferences during the Spring Show will be an exhibit of photographs of shop and window displays and successful advertising by retailers. Cups and cash prizes are offered and if the retailers cooperate, this feature alone should be worth the trip to Philadelphia to get ideas on successfully selling plans.

Here at the Show at one time a buyer can conveniently and quickly place orders for entire line of gift and art merchandise. The leading manufacturers, importers and distributors are there displaying the last word in every sort and kind of goods that are proving the best sellers in Gift and Art Shops everywhere.

Furthermore, away from the environment of their own office or shop buyers can view the wares of world marts in gift and art merchandise freed from constant interruption.

Everything points to the largest attendance of buyers for the Spring Show—February 28th to March 6th—at any Philadelphia Show. They will see there the largest and most representative group of exhibitors showing every class of gift and art merchandise. They will be able to get ready early for their Spring and Summer trade—Graduation, weddings and summer tourists make such trade equal and even exceed holiday buying of gifts and novelties by the public.

In a recent issue of CROCKERY AND GLASSWARE reference was made to the late Samuel A. Weller's connection with the Rookwood pottery. This statement was an error, Mr. Weller having had no connection whatever with this pottery.

If you have a suggestion for Peter Potter send it along. Peter is interested in anything in the line of wise cracks or jokes pertaining to the crockery and glassware trade. Just write out your suggestion and mail it to the Editor—he'll see that it reaches old Peter Potter.



PETER POTTER SAYS: Even when I set down tuh a Thanksgiving dinner force 'o habit makes me look tuh see who made the dinnerware I'm eatin from.

Income Tax Department

Conducted for The Crockery and Glass Journal
By M. L. Seidman
Seidman & Seidman, Certified Public Accountants

This is the third of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

In the last article, we learned that, generally speaking, all single individuals had to file an income tax return if their net incomes were $1,000 or more, and that all married individuals had to file a return if their net incomes were $2,500 or over. The reason for these requirements becomes more readily apparent in considering the question of exemptions allowed individuals. That question will therefore be discussed in the present article.

Single Persons

Under the law as it now stands, a single person is entitled to an exemption of $1,000. By that is meant that if his income is less than $1,000 he will have no tax to pay. If his income is over $1,000, on the other hand, he will ordinarily have a tax to pay. That is why all single persons having net incomes in excess of $1,000 must file a return.

Head of Family

There is one exception to the $1,000 exemption provision for single persons, and that is in the case of an individual who is the head of the family. Such a person is entitled to an exemption of $2,500.

The question naturally arises as to what is meant by the term "head of the family." The head of the family might be defined as a person who supports and maintains in his household one or more other individuals. Note that two factors must exist: a head of the family must support some other individual and the dependent must live in the same household with the person claiming the status of head of the family. An unmarried son who lives with his parents and supports them would be classed as the head of the family, and would be allowed the $2,500 exemption. If, however, he did not live with his parents, even though he supported them, he would not be the head of the family, and his personal exemption, aside from the question of dependents, would be $1,000.

Another point is noteworthy. We saw that a single person had to file a return if his net income was over $1,000 because his exemption was $1,000. It does not follow, however, that a head of a family need not file a return if his net income is less than $2,500, just because he is entitled to an exemption of $2,500. On the other hand, a single person who is the head of a family must file a return if his net income is over $1,000, even though his exemption is $2,500. It is true that if his net income were less than $2,500, he would have no tax to pay. A return is required of him, nevertheless.

Married Persons

Now, let us consider married persons. A married person under the present law, is entitled to an exemption of $2,500. That accounts for the requirements that married persons having net incomes of $2,500 or over must file a return.

There are several things to be noted in connection with the exemptions allowed married persons. In the first place, the husband and wife must be living together, in order to become entitled to the exemption. If they are separated, they are regarded as single persons for this purpose, and their exemptions are computed accordingly.

Furthermore, the $2,500 is allowed the husband and wife as a marital unit, and not to each of them. However, the exemption may be divided between them in whatever manner they see fit. The husband on his return might take the entire exemption and the wife take nothing on her return, or vice versa. Or the husband might take one-half, or one-quarter, or one-eighth of the $2,500, and the wife, the remainder. That is entirely up to them. Of course, if they file a joint return, the one exemption of $2,500 would be shown.

Suppose a person were married during the year. What then? Would he be permitted to take the full married man's exemption? The rule in this connection is very interesting, if not strictly logical. It is provided that if the status of an individual changes during the year, his exemption is to be computed on an apportionment basis.

For instance, if a person were married on June 30, 1925, his personal exemption would be arrived at as follows: having been single for one-half the year, he would get half the single man's exemption, or $500, and being married for the other half of the year, he would be entitled to half the married man's exemption, or $1,250, making a total exemption of $1,750. If he were married on November 1, his exemption would be $1,250, computed as follows: having been single ten months of the year, his exemption for that period would be 10-12 of $1,000, or $833.33. Being married two months of the year, his exemption would be 2-12 of $2,500, or $416.67, making a total of $1,250.00.

The exemptions that we have thus far discussed are known as the personal exemptions. Every individual is entitled to them, and their amounts depend solely upon

(Continued on page 23)

BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

JOHN D. SULLIVAN, New England representative of the Fisher-Bruce Co., Philadelphia, left last week for the Cape Towns. This is Mr. Sullivan's first trip to the Cape Towns in the interest of the above named concern.

James J. Brainard, of the Westmoreland Glass Co., Grapeville, Pa., called on his company's New England representative, the H. F. and H. P. Hunt Co., of Boston. They also had a visit from Mr. Linn, of the Zanesville Stoneware Co., whom they also represent in New England.

Mr. T. C. Heisey, of the A. H. Heisey Company, of Newark, N. J., called on Mr. George A. Granville, 111 Summer St., Boston, his New England representative, last week.

Manufacturers' representatives who stopped at Young's Hotel last week were: Harry Burke, of the Theo. Haviland Co., New York; Harry Bennett, of the Crooksville China Co., Crooksville, O.; William Nye, of Maddock & Miller, Inc., New York.

Buyers in town last week were: Thomas Kidd, of the I. H. Morse Co., Worcester. Mr. Kidd was formerly employed with R. A. McWhirr, of Fall River; Chester Libby, of Burrows-Sanborn Co., Lynn, Mass.; Wallace Chaput, of the Harris-Morry Co., Woonsocket, R. I., and Mr. Bourne, of George C. Peck Co., Pawtucket, R. I.

Mr. McNea, in charge of the retail department of the Jones, McDuffee and Stratton Co., reports that business is exceptionally good this season.

A new art and gift shop has opened at 510 Main St., Wakefield, Mass. It is to be known as the Rembrandt Art and Gift Shop.

New corporations in Massachusetts are: Hoffman's Book and Novelty Shop, Inc., Boston; Lovis' Cove Gift Shop, Inc., Marblehead, Mass., and the Sanford Hardware Co. Fall River, Mass.

The Wilgus-Good Co., now located at 10 High St., are to move their office and display rooms to 111 Summer St. They will have from four to five times the amount of floor space that they now have, and will carry a complete line of wares manufactured by the firms they represent in New England. The National China Co., new dinnerware shape The Rose-Marie, will be on exhibition between the week of Christmas and the New Year. The change in their location has been due to the expansions of business. Mr. Dingwell, who attends to the business of this firm in Boston, will be glad to meet any of their friends at the new location. They expect to move about December 1. The firm of Edw. C. Wilgus will succeed the Wilgus-Good Corp.

Glass Company Insures Employees

The glass manufacturing firm of Swindell Brothers, in Baltimore, has adopted a group insurance program that not only provides protection for its employes but supplies them with a free visiting nurse service. More than 300 employes are participating in the plan for a total life insurance coverage exceeding $250,000.

In addition to the life insurance, each employee insured under the plan will receive, in case of temporary disability from sickness or non-occupational injury, a benefit of $10 a week for a maximum of twenty-six consecutive weeks. Besides these sick benefits, should an employee become totally and permanently incapacitated before age sixty, the full amount of his life insurance will be paid to him by the underwriting insurance company in monthly installments for a stipulated period. During this time of total disability premiums will be waived.

The individual coverage for women employes ranges from $500 to $1,000, while each male employee insured under the plan carries $1,000 insurance.

Issued by the Metropolitan Life Insurance Company, the insurance was arranged on a cooperative basis, with the employer and employes jointly paying the premiums.

Among the service advantages included in the general program, but not distinct parts of the contract, are a free visiting nurse service and the periodical distribution of pamphlets on health subjects and sanitation.

The Metropolitan Life Insurance Company maintains its nursing service in more than 4,000 cities of the United States and Canada. Since Baltimore is included among these cities, group-insured employes are entitled to the advantages of this service which permits the summoning of a nurse, free of charge, in case of sickness, she will give beside care and generally assist in carrying out the attending physician's instructions. She will also advise with the family during the period of convalescence.

The number of residents in American poorhouses has fallen from 91.5 to the 100,000 in 1914 to 71.5 to the 100,000 in 1924.

The Production of Glass ranks third among Greater Pittsburgh Manufacturing Industries, next after Iron and Steel, and Electric Equipment.

Merchandising News from the Stores

Holiday Spirit Predominates Window Displays of New York Stores as Thanksgiving Day Arrives

By Beatrice Miller Wisner

Stores Showing Holiday Displays

POSSIBLY there is no market which characterizes window display more forcibly than New York. Anniversary seasons furnish a splendid opportunity for the window dresser, and New York department stores and specialty shops are taking advantage of the numerous holidays, to pep up trade and bring before the passer-by specially priced articles in housewares, china, glassware and suitable gifts. Tagging attractively, has also popularized window features. Window advertising is becoming quite as picturesque as poster advertising, and scenic effect is largely resorted to, a compelling attribute for background, serving as a magnet for the passing show. Who will not stop to look at a window depicting a Santa Claus story, or some revolutionary event, or nursery rhyme, Jack and the Bean Stalk, Red Riding Hood, even though ever so trite has a persuasive influence on the madding crowd."

Rich & Fisher's Display Attracts

The beauty of pottery birds, animals and nautical subjects, in all their natural coloring is exemplified in the fine window display at Rich & Fisher. Parrots, sea birds, dolphins, and other fascinating models, constitute the collection of unusual ornate items in pottery modeling. One particularly noticeable object for table decoration represents a most naturally posed frog, standing erect with mouth open to receive a few flowers. The vivid green coloring of the frog together with the perfect modeling, has created a fine specimen of this type for table ornament. For brightening up the dining table, enticing flower receptacles are shown in many fanciful designs and cheerful colors, giving a wide assortment for special anniversaries during the coming months. Beautiful place plates are a conspicuous adornment of the window, showing lovely border decorations, gold encrustations and floral center designs, and also those with plain color borders to harmonize with the table covering or to carry out any color sceme that might be employed in table glassware.

West Finds East at Vantine's

Where West finds East, at Vantines "The house of the Orient," and there lingers the scent of the incense and beauty from the land of the Rising Sun in many oriental gifts and fine occasional furniture. One beautiful perfume lamp, priced at $5.00, is of Japanese Pottery in lovely blue and burnt orange, handsomely decorated with cherry blossoms and other designs. This unique perfume burner stands on a black carved cherry wood base, and has a bulb to hold perfume, cord, etc., beautiful Amari lamps mounted on a blackwood base, with a decorative beaded parchment painted shade complete for $12.50, two-tone lustre china tea sets, at $10.00 for the set, and shell lustre tea sets, twenty-three piece, at $7.50, in tan and blue, are some of the suitable gifts displayed at Vantine's modest prices, and fine value.

Thanksgiving Spirit at Ovington's

Stimulating the spirit of Thanksgiving, Ovington's "The Gift House of Fifth Avenue," has given a beautiful thought in window decoration. The most conspicuous feature, a splendidly set dinner table occupies the center position of the window. The spotless gleaming white damask, is a fine setting for the lovely cut crystal, and beautiful place plates, in red and gold medalion decoration. Goblets, wines and sherberts, lend a note of elegance to the handsome silver service while exquisite crystal candleabra with dangling prisms and orange candles stand majestically at either end of the board. A beautiful floral centerpiece graces the center of the table. Autumn leaves with large branches of orange and yellow shaded chrysanthemums, decorate the back of the window surrounding a gorgeous mirror, and huge pottery jars filled with chrysanthemums act as sentinels in the foreground. Occasional tables, lamps, candlesticks and vases add an artistic decorative element to the assemblage.

Gimbel's Showing Stemware

Stemware, the most popular service glassware, has retained its charm through many ages. Gimbel Brothers is showing some delightful glow stemware priced at 25 cents each in the beautiful rose burgundy color, which would prove a brilliant and colorful addition to the dining table. With the coming festive seasons, this glowing crystal brings to "mine host" a distinctive setting to the anniversary board, and is dainty for serving the popular beverages or frappe's. There are many varieties in the collection, featuring old-world stems and shapes. In the same department, unusual imported grill plates, stand side by side with the many other attractive offerings. These useful English grill plates priced at $1.00 each, with compartments for various edibles, in willow, have a charm all their own, and are particularly attractive during the chill autumn weather, when an appetizing morsel of hot food is relished with enthusiasm.

Tea Sets Featured at Stern Bros.

To gratify the taste for delightful glassware and imported tea sets there is a variety of beautiful sets now exhibited at Stern Brothers. Handsome clear crystal glass with wide gold encrustations, and black band with floral and line cuttings are among the numbers priced at $2.95, forming a fascinating collection of sandwich trays, cheese

(Continued on page 23)

MERCER HOTEL WARE

A Unique Product

Announcing

6 NEW PATTERNS
in Brilliant Colors

NOW READY FOR FALL SHIPMENT

Write for samples

MERCER POTTERY COMPANY
TRENTON NEW JERSEY

"Princess Dinnerware"



Illustrating our No. 310 Open Stock Pattern. One of many "live sellers," shown on the attractive "New Princess Shape."

The Smith-Phillips China Co.

EAST LIVERPOOL OHIO

J. W. Mackey, *Sales Manager*

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Albright China Co.

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Carrollton, Ohio

Factories

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GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Holiday Season Causes Heavy Production In Glass Factories

ACTIVE production continues to be reported by the management of all flint glass factories in this district, and those plants located in the West Virginia, Ohio and Indiana territories are said to be working on similar schedules. In the majority of instances peak production is the rule, and this is due to the season.

Requirements specified for the decorated line of glassware and novelties is admitted by the producers of these items to be heavier this year than ever before. In fact many plants are quite behind on deliveries of special items which appear to be in popular demand throughout the country. Colored glass plates, both plain, cut and decorated are in exceptional heavy request, and the factories featuring this specialty are in heavy production.

Blown and stemware continues to be in steady demand, with an increase reported in specification on account of the season. All distributors of this line are interested in obtaining liberal stocks for the holiday season, and as a result factory shipments are heavy. The gold decorated line of blown and stemware is in very heavy movement, and it is noted this year that the wholesale jewelry trade has been an active buyer of the entire list.

Vases are also in good movement this season, also the decorated specialties forming a part of this particular list.

Tableware is on nominal demand, but the majority of the factories featuring flint lines are quite concerned just now in the production of holiday merchandise.

Ball Bros. Get New Plant

On account of the heavy demand being made upon all factories under its control, and the need being shown for increased output, a deal has been closed whereby the Ball Bros.' interests, Muncie, Ind., have taken over and will operate the Huntington, W. Va., plant of the Schram Glass Mfg. Co., and also the plants of the same company located at Hillsboro, Ill., and at Sapulpa, Okla. By this transaction the Muncie interests becomes one of the largest producers of containers in the world. Valuable patents controlled by the Schram interests has also been acquired by the Ball Bros.' interests. All factories will be continued in active operation.

It has been announced here that the D. Diamond Glass Co. has been formed at Perth Amboy, N. J., for the purpose of entering the manufacturing of a line of glassware. The company has been chartered with a capital stock of $100,000.

Capstan Glass Co. Get Patents

Three patents on machinery designed for glass manufacturing purposes have just been granted the Capstan Glass Co., South Conellsville, Pa. This factory was first started by the late Daniel Ripley, for many years president of the United States Glass Co., and under the name of the Ripley Glass Co. The Capstan Glass Co. purchased the factory from the Ripley interests, and diverted the production from tableware to that of a general line of containers.

A new line of lighting glassware is now being featured at the plant of the Oak Harbor Glass Co., located at Port Clinton, O. The designs for these portables is the work of J. H. Fisher, general manager for this interest, and it is reported from the offices of this company that over 100,000 portable of one particular creation will have been marketed this year.

New Road Benefits Buyers

Buyers who visit the annual Pottery and Glass Exposition here in January, and after visiting the East Liverpool district plan a trip to the plant of the National China Co., at Salineville, O., will no longer have to consult train schedules. An improved 16-foot concrete Intercounty Highway between East Liverpool and Salineville was opened this week. A motor drive of about 30 minutes between the two points is now possible. An improved highway between East Palestine, O., and East Liverpool is to be built during 1926, over a short route, although an improved highway between those two pottery centers is now opened to traffic, but over a longer route. Such improved highways will enable buyers to cover the district in quicker time than formerly.

Announcement has been made that Samuel R. Scholes, chief chemist and in charge of the research department of the Federal Glass Co., Columbus, O., has been added to the staff of the School of Ceramics at Ohio State University, Columbus. He has been made a special lecturer on silicate technology.

The capital stock of the Roanoke Glass Co. has been increased from $100,000 to $150,000 it has just been announced at the head offices of this corporation.

Interest in Lighting Glassware

Considerable interest is being shown in lighting glassware. Distributors, both retailers and jobbing, are and have been anticipating requirements in a rather liberal manner, which has reflected in steady factory production.

Lighting goods stores, or those making a specialty of this particular line have also been greater in the market of late, all of which indicates that the distributors are anticipating an exceptionally active holiday trade. Lamps for the living room and those for the bed room have been selling well, while bridge lamps and floor lamps have been in ready call throughout the fall season. The market on all of these lines is steady at prevailing prices.

Some Orders for Flint Glass

Some business is being booked by the flint glass manufacturers for 1926 delivery, but as the season is young for that feature of trade, the manufacturers announce their pleasure over the way the distributors are viewing the future situation. There is a demand just now for merchandise for late December delivery and for use during January sales. There is also business being placed now calling for first quarter delivery in 1926. It is conceded that during December considerable business will be filed with the manufacturers for January and February delivery.

A report came out of Spencer, W. Va., this week of a proposition being under consideration there having to do with the erection of a flint glass factory. The name of any interest was not given.

Coshocton Plant Resumes Work

After a shut-down lasting from July up to the present time, the Coshocton, at Coshocton, O., resumed operations last month. According to J. C. Landkrohn, secretary-treasurer of the company, prospects for the continued operation of the plant are good. The company has a "splendid amount of orders," Mr. Landkrohn says, and he is of the opinion that work will be steady from now on.

During the summer shut-down designers have prepared many additional lines of glassware for manufacture at the plant, Landkrohn says.

Among them are graded egg bowls, salad plates, refrigerator bowls, butter plates, candle sticks and sugar bowls in both crystal and iridescent finish. The regular line consists of table glassware, novelties and tumblers.

When the plant opens up Monday morning between 75 and 100 workmen will be employed, Mr. Landkrohn announced. The payroll for two weeks will average $3,000.

At the present time the melting tank will be heated with oil. Hopes are that gas can be used later.

To Display New Items

A number of new items will be displayed in the large sample room of the Pittsburgh Lamp, Brass & Glass Co. during the annual pottery and glass sales exposition here in January. The line will be shown in its entirety.

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

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One of the finest collections of salad plates on the market, shown in a diversified selection of designs, in the well known Duncan & Miller quality—An exceedingly popular line with cutters and decorators.

Representatives:

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Boston — Murt Wallace, 157 Summer St.
Chicago — W. B. Andrews, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



New Shapes Cause Buyers to Order Old Patterns Slowly

IT is the opinion of those in charge of sales departments of generalware potteries in the East Liverpool district, that many buyers are ordering conservatively of present patterns in stock, because of the fact so many new shapes have been announced for 1926. This is taken to mean that in some instances open stock patterns now on the market will be closed out by the retail distributors and that new shapes and new patterns will be substituted.

Not in a decade have so many new dinner shapes been proposed at one season of the year as is a matter of record this year.

As a matter of fact all buyers are showing interest in the ivory body shapes that have already been announced, and which will be available for display during the January buying season, both in local sample rooms and at the Pittsburgh Exposition. And, perhaps, new shapes will be shown at that time that have not yet been announced.

Therefore, the "watchful waiting" policy of the majority of buyers just at this time cannot be complained about to any great degree.

The manufacturers are showing a determination to "go after" new business in 1926, and by presenting new bodies, new decorations and new shapes, salesmen will have the strongest talking point they have had in many years.

Miss B. Beren, buyer for the Beren Crockery Co., of New York, has concluded a visit to the East Liverpool district where she spent several days placing orders for immediate delivery.

Brush, McCoy Co. to Hold Meeting

Notice has been given that the annual meeting of the stockholders of the Brush, McCoy Pottery Co., will be held at the general offices of the company, Zanesville, O., the afternoon of Dec. 9th. At this time a board of directors will be elected for the new year, and also consideration will be given to a resolution having to do with the amendment of the articles of incorporation of the company. The present directors of this company are George S. Brush, W. R. Baker, W. M. Bateman, George H. Stewart and John E. Taylor.

The Scio plant of the Albright China Co., which also operates a plant at Carrollton, O., is showing a decided increase in production, which indicates that shipping is also on the upward trend. There is also a decided increase in the production at the Carrollton plant.

Golding's Acquire Feldspar Output

Control of approximately ninety per cent of the Felspar production of the United States has been acquired by the Golding Sons' Co., with headquarters at Trenton, N. J., but which interests has for many years maintained a plant and executive offices in East Liverpool. Four plants and over a dozen mining properties owned by the Erwin, Tenn. Feldspar Co., have been consolidated by this interest, about $2,500,000 being involved in the transaction. The Erwin interest was the second largest producer of this commodity in the United States. Plants of the Golding Sons' Co. are located in East Liverpool, Glastonbury, Conn.; Haddon, Conn.; Georgetown, Maine; Wilmington, Del.; Erwin, Tenn., and in North Carolina. The transfer will be effective as of Dec. 1.

The Erwin, Tenn., Co. will be operated as a subsidy to the Golding Sons Co., and Robert W. Lawson, general manager of that interest, will be continued in charge of those properties under the new organization. Better schooling facilities in the Tennessee district have been proposed by Golding interests, also the establishing of night classes.

New China Company Formed

The Ohio Art China Co. is the name of a new concern that has opened for business in this district, and the production is confined to the decorating of china specialties, such as salts and peppers, bon bons, creams and sugars, hair pin holders, candle sticks and similar novelties. A solid gold and silver decoration is being featured on the entire line of novelties. While some items of domestic items are being decorated some import china items are also included in the line.

Company Applies for Charter

An application for a charter has been made at Harrisburg, Pa., according to advices just received here for the incorporation of the Vacuum Porcelain Co., a Pittsburgh, Pa., concern. The incorporators are given as Carroll C. Robertson, James H. Boyd and James H. Aupke. Attorney C. M. Clarke, with offices at 1838 Oliver Building, Pittsburgh, Pa., has been identified with the formation of this company.

New Pottery in Operation

Announcement has been made that while the Steubenville, O., Pottery Co. has placed its new plant at Cables north of Steubenville in operation, their original unit at Steubenville is being operated on a production basis of about ninety per cent, which is considered by manufacturers as about normal. It will be probably six weeks before the new unit is in full operation in all departments

and it is believed shipments will be made from this new shop about Jan. 1. The Steubenville Company has arranged to show its new line at the Ft. Pitt Hotel, Pittsburgh, Pa., in January, and this exhibit will feature the new dinner shape of this concern.

Foreign Wares Hurt English

The most recent advices received in this district from the Staffordshire, England, pottery section refers to the depression in the pottery industry there, and in particular to the china manufacturing branch of the industry, which is very largely due to the competition of foreign wares, it is said. As a result of the present situation, it has been suggested by the British Pottery Manufacturers' Federation that an appeal be made to the Board of Trade for the holding of an inquiry under the Safeguarding of Industries Act, with a view to the imposition of an import duty on foreign wares. The manufacturers are in preparation of their case, and it is said the manufacturers hold the view that a prima facie case will be made out.

The complaint of the British manufacturers is said to be based upon the active import of ware from Czecho-Slovakia. An import duty of 33 1-3 per cent has been suggested in this proposition, according to late advices received here through private channels.

Liverpool Production Staple

Speaking in a general way, the production of dinnerware in the East Liverpool district, both immediate and in those "outside" plants seems to be more staple at this time than during any other season of the year. It is true, however, that several plants hereabouts have been operated rather steadily throughout the year, but there have been others that were operating on only part time schedules.

The activity of the district at this time is due to the rush for holiday and late fall merchandise. Buyers held aloof from buying future requirements this year than ever before, and as a result many of the potteries are crowded, and this is putting the situation rather mildly.

Mail orders for merchandise for immediately delivery are declared to be heavy, and this volume of business added to that already on file creates a situation that is not thoroughly enjoyed by manufacturers, as they have been placed in a position whereby there is a possibility that not all holiday orders will be shipped on time. While the manufacturers want to render every service possible for the benefit of distributors, there is always two sides to an issue, and where orders have been held back until the very last minute, the manufacturers cannot be held accountable for any failure in delivery.

Open Stock in Demand

The demand for open stock dinnerware is exceptionally good, although quite a favorable amount of new business is being received by all manufacturers just at this time for sets of various composition. The large mail order houses have been buying rather liberally of sets, and some of this business has also been placed by department stores.

National Quality



Dragonbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

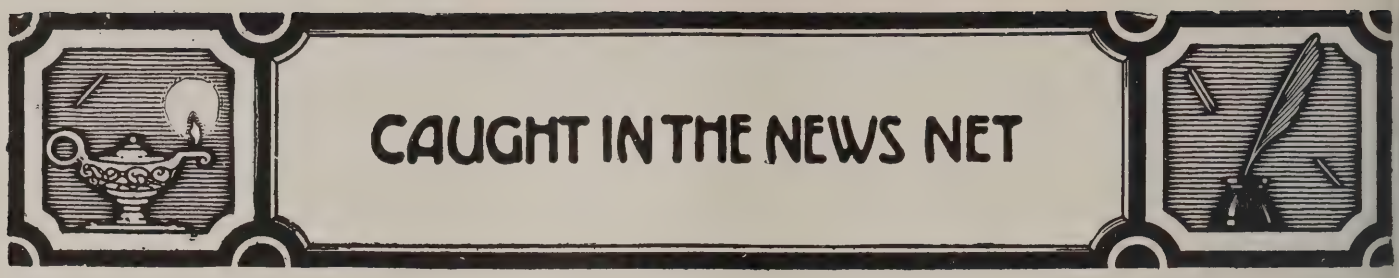
D. King Irwin, 200 Fifth Avenue, New York
E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
F. A. Miner, 5 Prospect St., Rochester, N. Y.
E. E. Wilgus, Rms. 301-4, 101 High St., Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio

Zimmer & Schmidt
Gablonz, °/N
Bohemia, Czecho-Slovakia

We Specialize in:
Salt and Pepper Shakers
also
Mustards, Open Salts
Knife Rests, Condiment Sets
etc., etc.

Gilt Mounted Atomizers
for
Perfumery Departments



FINDING he could not procure suitable accommodations on the *Mauretania* Wednesday, which he originally intended to sail on, Eugene Fondeville, head of A. J. Fondeville & Co., made hasty preparations to depart on the *Franconia* which sailed last Saturday. Mr. Fondeville is making a brief trip to England and France to visit the plants his concern represents in this country.

D. King Irwin leaves Sunday night for a visit to the glass factories he represents in the New York market, the Economy Glass Co., Morgantown, W. Va., and the Paden City Glass Mfg. Co., Paden City, W. Va. He expects to be away about a week.

Ira M. Clarke of the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., spent several days in New York last week on special business for the factory.

Joseph Tharaud, Aubrey Akin and Arthur Renz, of the Herman C. Kupper, Inc., traveling staff returned to New York on Monday in time to spend the Thanksgiving holiday at home.

E. A. Fischel, head of the Jackson China Co., Falls Creek, Pa., was a visitor in New York the latter part of last week calling on his New York representatives, Vail & Young. Mr. Fischel also made stops at Philadelphia and Boston. During his visits to each of these cities it was his first experience calling on the trade, as he had heretofore confined himself entirely to the financial management of the plant. He made an exceedingly favorable impression wherever he went, hence it is quite possible that he will make periodic trips hereafter.

L. S. Zugsmith and Richard Krautheim, travelers for the B. Tomby Co., returned last Saturday from trips over their respective territories. Harry S. Clarke also arrived at headquarters Wednesday in time to partake of the festive bird at home.

Paul M. Phillips, the popular Boston manufacturers' representative, stopped off in New York on Tuesday to see some of his friends in the metropolis. He left on Wednesday for Zanesville, O., for a visit to the S. A. Weller factory which he represents in the New England territory.

H. D. Wintringer, president of the Steubenville Pottery Co., Steubenville, O., spent several days in New York this week consulting with his local agent, Abe H. Hays.

E. C. Ledger, of the Wm. S. Pitcairn Corp., traveling force, returned to New York last Friday, the last of the concern's salesmen to come in from the road to rest up over the holidays.

Charles L. Sebring, president of the Sebring Pottery Co., Sebring, O., manufacturers of "Ivory Porcelain" was a visitor in New York the latter part of last week for a brief stay. He left here for Pinehurst, N. C., where he will enjoy a week of golf before returning to the grind of business.

Furnishing Exposition Director to Be in New York, Nov. 27-28

A. R. Shaffer, Associate Director of the National Housewares and Home Furnishings Exposition, announces that he will be at the Hotel Commodore, in New York, Friday and Saturday, Nov. 27 and 28. Firms interested in displaying at the Chicago January Show may communicate with Mr. Shaffer at the above address. The following partial list of signed exhibitors in the January Exhibit at the Hotel Sherman, of housewares and home furnishings has been announced: Acme Can Co., Philadelphia; Beh & Co., New York; Bersted Manufacturing Co., Chicago; Bird & Son Sales Corp., Chicago; Borin Manufacturing Co., Chicago; Chicago Mirror & Art Glass Co., Chicago; Clarin Manufacturing Co., Chicago; Dirigold Corp., Chicago; Elgin Stove & Oven Co., Elgin, Ill.; Hamilton Metal Products Co., Hamilton, O.; Iron Mountain Co., Chicago; Master Metal Products Co., Buffalo; Mogi, Momonoi & Co., New York; The Mordt Co., Chicago; Patent Novelty Co., Fulton, Ill.; Pelouze Mfg. Co., Chicago; Pickard Studios, Chicago; Queen Manufacturing Co., Chicago; Rapaport Brothers, Chicago; W. C. Redmon & Sons Co., Peru, Ind.; Reliance Picture Frame Co., Chicago; Union Brush Co., Cincinnati.

The Exposition has issued a new floor plan showing the Hotel Sherman's new Exhibition Hall on the Mezzanine floor taken over by them in response to a sell-out of their original booth space.

Lancaster Glass Co. Take Over Gill Bros.

The old established glass factories of Gill Bros. Co., Steubenville and Toronto, have been taken over by The Lancaster Glass Co., Lancaster, O., and will be continued as a new unit of this company.

This branch of the business will be under the supervision and in direct charge of John Beiswanger, who for many years has been associated with Gill Bros. Co., and for the past ten years as Vice President and General Manager.

The same general business policy will be continued and the same high standard of quality, which has marked the success of that company for the past fifty years, will be maintained. The celebrated "Acme" Lead Glass and the old reliable "O. K." Flint Glass Lamp Chimneys will be produced as heretofore in all styles and sizes now in general use. The manufacture of the very popular "J. B." and "J. B. M." Plain and Decorated Shades as also the regular line of Opal Dome Shades for use with Kerosene and Gasoline Mantle Lamps will be continued. To the above lines will be added Silvered Glass Reflectors, Gas and Lantern Globes, Lamps and Founts.

U. S. Potters Association Meets At Waldorf-Astoria Dec. 8th and 9th

Final arrangements for the forty-seventh annual meeting of the United States Potters' Association at the Waldorf-Astoria Hotel, New York City, Dec. 8th-9th, have been completed by the Executive Committee of Which T. A. McNicol of the T. A. McNicol China Co., is chairman and Charles F. Goodwin, secretary. As previously announced by this committee, the two-day session will be confined entirely to business matters, and the discussion of situations that have to do with the operation of the industry as a whole. For some years past, it has been the cusom to listen to addresses by business leaders outside the Association, a plan inaugurated when Frank P. Judge, Jr., of the National China Co., at Salineville, O., was president of the Association, and which met that year at the Willard, Washington, D. C.

President F. B. Lawrence will preside at the meeting in New York this year. The election of officers may result in W. C. George of the W. S. George Pottery Co., of East Palestine, O., being advanced to the presidency. A successor to the late W. S. George as a member of the Labor Committee will be selected at this meeting.

Joseph Watte New Kahla Head

Joseph Watte, a well-known figure for years in the china trade through his many years' association as buyer for Butler Bros., New York and recently with the Homer Laughlin China Co., Newell, W. Va., in an important capacity, has been made president and general manager of the Kahla China Corp., of the U. S. A., which has been incorporated as a sales organization for the well-known Kahla and other prominent German china factories.

These include, Porzellanfabrik Kahla, fancy china; Zwickauer Porzellanfabrik, fancy china; Porzellanfabrik Freiberg, china specialties; Porzellanfabrik E & A Müller (Schoenwald), dinnerware; Porzellanfabrik, H. Schomburg & Sonne, A. G. Rosslau specialties.

Salesrooms will be opened in the Miller-Kupper Bldg., 39-41 West 23rd St., New York, where a complete display of the various lines mentioned will be shown.

Joseph Wallace Appointed Manager of Sperry & Hutchinson Housefurnishing Department

Joseph Wallace, manager of the china and glassware department of the Sperry & Hutchinson Co., was last week also given charge of the housefurnishing department.

Mr. Wallace has made a very fine record in the management of the concern's china and glassware department, in fact, the efficiency he had shown in the handling of their

(Continued on page 30)

Income Tax

(Continued from page 14)

whether the individuals are single, married, or the head of a family. There is in addition what is known as a credit for dependents. That will be explained later.

To round out the present discussion, let us consider taxpayers other than individuals.

Corporation and Estates

A corporation is entitled to a credit of $2,000, provided, however, that its income is $25,000 or less. If its income is more than $25,000, it is not entitled to any credit whatsoever. An estate or trust is regarded as a single person, and is allowed a flat credit of $1,000.

New Law Possibilities

One thing should be mentioned in passing. What has been here outlined is based on the law as it now stands. There is some talk about Congress changing the amounts of the exemptions. It is known that the House Ways and Means Committee in its report is going to recommend a $3,500 exemption for married persons. Whether this recommendation will ultimately be adopted, and in any event, whether any new law that might be passed would be made applicable to 1925 returns, cannot be said at this time. Matters must therefore be taken under the law as it exists at present. Should there be any changes, they will be called to the readers' attention through this column.

Note: Several of the readers' questions have accumulated, and beginning with the next article, both questions and answers will be published.

Merchandise News

(Continued from page 16)

and cracker dishes, vases, three piece mayonnaise sets, tall covered jugs and many other novelties. Imported lustre tea sets of 23 pieces, at $9.65 in octagon shape, with black line edge, handles and knobs in tan and pearl, orange and pearl and green and pearl, consisting of tea pot, sugar bowl, creamer, six tea cups, saucers and tea plates, are some exceptional values offered. For afternoon tea during the chill days of autumn, these fascinating sets bring a cheery note to the tea table and add a refined touch to table accessories.

The German Business Situation

From the American Chamber of Commerce in Germany

THE present business stagnation in Germany which by this time has grown into a calamity, has its cause in numerous factors which in part only can be attributed to business-commerce and industry. An overwhelming share of the responsibility rests with the various governments of the federation, the state and municipalities. In the same measure as industry and commerce are striving towards rational production—it is stated in a recent bulletin of one of the big banks in Berlin—in the same measure the various German governments should make the greatest efforts to adjust their finance and taxation policy to the urgent requirements of business.

A lowering of the present high level of prices which for reason of exports and foreign trade balance appears to be indispensable, will never be successful as an isolated action. It is a deplorable misconstruction of economic concatenation to believe that a "lower prices campaign" can be undertaken independently from the policy of finance, taxation and general economics. The experience gained during the war and the post-war period have adequately shown that coercive measures in the face of economic indications are of no avail whenever the latter are governed by factors deeply rooted in the structure of business. In this way all efforts to artificially influence the money rates will not lead to desired aim, because cognizance is taken of the symptoms but not of actual causes.

History of all lands and ages teaches that efforts to regulate money rates from the outside by means of coercive measures have rarely been crowned by success, and that the law of supply and demand also reigns supreme on the money market.

It would be a fatal self-deception to believe that any hope can be held out for an early return of normal money rates. It should not be forgotten that the inflation has practically wiped out all German invested capital.

The reports of savings and business banks in Germany show but a very slow advance in private deposits, and the public funds which are available in a measure, cannot be considered as a substitute for private capital as it is available for short terms only and must finally be placed at the disposal of the federation, the states, municipalities, for purposes of reparations or other purposes.

It will be evident, therefore, that a lower interest rate on public funds loaned out at short terms, cannot materially affect general money rates. It has frequently been pointed out, especially in the business life of the United States, that credit is everything, and that without a liquid credit market business will be stagnant. And so it is in Germany. It would be fatal to believe, however, that a solution of the credit problem in Germany can be reached solely by credits granted to her from the outside. The problem is primarily a domestic one and, as is now recognized in Germany, the start has been made by creating a home-grown operation fund in reviving the habit of saving, and to lay aside something for a rainy day.

The Export Trade of the German Ceramic Industry

The last few months have brought about a considerable drop in the export business of the ceramic trades. The reasons for this decline are general known by this time, and are the same as in many other trades, namely the financial situation and excessive taxes. Furthermore, the export trade is greatly affected by the fact that in many of Germany's former marketing fields the domestic output has made considerable strides, so that this new competition together with high import duties does its share in making it hard for Germany to export.

The fact remains that the present German ceramic industry which has been greatly extended in late years, besides introducing numerous improvements is confronted by a foreign market which is less extensive as before the war.

Gradually ceramic exporters are again offering cif German port and not fob works, in asmuch as costs of freight, packing and shipping expenditures are now more stable. It is noteworthy that German ceramic manufacturers which before the war enjoyed a considerable export trade, have almost entirely limited themselves to the German domestic market. This may be justified when a higher price can be obtained on the domestic market, although such practice results in excessive supply and unemployment, but it is detrimental to good business. The present situation is such that manufacturers as well as exporters are rallying and are getting together to increase the export volume which, to the United States for instance, is much less than before the war.

One of the oldest and most renowned private banking firms in Germany is the firm of Merck, Finck & Co. in Munich. They carry on all branches of modern banking business and owing to their complete equipment and good connections are in a position to attend to all foreign as well as domestic transactions quickly and smoothly. This banking firm is naturally closely allied with Bavarian interests and many of the most prominent concerns in South Germany are among its clients. It is especially well connected with the leading German insurance companies.

Phone Call A Second At Marshall Field's

One telephone call every second is received daily at the Marshall Field & Co. Chicago store. This and other interesting facts concerning the firm's telephone service was announced in one of its newspaper adds recently.

The store switchboards handle about 29,000 calls a day and a total of 9,000,000 a year.

There are 115 incoming trunk lines on the board, forty outgoing and 770 for communication between the various departments of the store. The store, in addition, has 163 telephone booths for customers, forty-one being on the third floor in the rest and reading rooms.

Enliven Even the Dullest Dinner



Sell your customers the idea that fine dinnerware is an essential in entertaining.

Then show No. 9714, by Heinrich, on the smart Derby shape. The colors are brillant and pleasing, the ware has the inimitable Heinrich quality.

No. 9714 will be a leader on your counters and a frequent visitor in your sales books, because it is so cheery, modern and pleasing.

See for yourself.
Send for samples.

ORIGINAL PACKAGES AVAILABLE AT ONCE AS WELL AS OPEN STOCK.

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HEINRICH & CO.'S *mark is an* Assurance of Quality

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China.

ENTIRE FIFTH & SIXTH FLOORS - 49-51 WEST 23RD STREET, NEW YORK CITY

Wire and Metal Store Fixtures for Quality



No. 331 (Patented)

Elevated Plate Rack

This is one of the best racks for displaying plates, and takes but little counter space.

Folds up closely for shipping.

Wood base mahogany finish. Tinned wire strong and durable.

Other Sales Producing Fixtures

Rubber covered easels
Platter racks
Salad racks
Punch bowl hooks
Plate easels
Cup and saucer racks
Fruit set rack
Plate hangers
Price card stands
Ticket holders

A complete line of wire and metal store fixtures. Guaranteed to do the work they are built to do.

Send for Catalog No. 35-B

J. B. Timberlake & Sons Co.

Jackson, Michigan



Gammon's

round out Unique Service with

Economy Tumblers

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS

"JUST WHAT THE NAME IMPLIES"

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX
Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Charge Accounts

The average Retail Store sells on a cash basis. But in some lines and under special conditions it seems advisable to open a charge account with customers. As a rule these charge accounts are granted after investigation of a prospective customer's financial standing proves satisfactory. This method is customary in department stores and specialty shops throughout the country. Accounts must usually be paid on or about the 10th day following the close of a month. Failure of payment on time usually causes forfeiture of the charge account privilege.

As a rule no sales are charged until the prospective customer has made arrangements with the store's credit department. After all preliminaries have been satisfactorily complied with a charge customer receives a charge account number and a card or shield, which has to be presented to the sales person when a purchase is made.

The sales person will issue the usual sales ticket with a notation of the Account Number. The entire selling procedure follows the same method as outlined in previous articles, with the exception that the cashier instead of recording the receipt of cash, enters the transaction in a daily Charge Account Register. This register should embody the following columnar arrangement:

Date, Account number, Name and Address of customer, Sales ticket number, Amount of sale and extension of the same amount in one of various columns representing the sales by Departments. The cross total of the Departmental columns must equal the footing of the amount column.

The register sheets should be totalled daily and turned over to the office for further handling. The office recopies the total of each day's sheets on a Monthly summary sheet using the same columnar arrangement as on the daily sheets. Thus the Total of all entries on the monthly summary sheet represents all the transactions of the month and the footings serve as a basis for the various General Ledger postings, as follows:

Debit: Accounts Receivable.

Credit: Each of the various Departmental sales accounts.

Next week's article will deal with "Accounts Receivable" and will represent a continuation of the above article on Charge Accounts.

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct and have a complete stock of the famous gold medallion and Blue and White Canton.

Write for Price List



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VITRIFIED HOTEL WARE

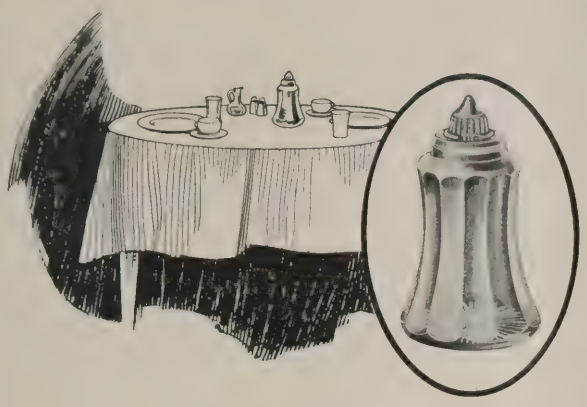
ROUND EDGE PLAIN WHITE THICK DECORATED

FOR

HOTELS HOSPITALS
CLUBS CAFETERIAS
RAILROADS - STEAMSHIPS
RESTAURANTS

THE MAYER CHINA CO.
BEAVER FALLS, PA.

NEW "SLICK" SANITARY SUGAR DISPENSER



AN all-glass sugar dispenser that is attractive and sanitary. Design is colonial. Clear pot glass in crystal only. Easily filled and easily cleaned. Top is removed or attached by a single turn. Height, 6 inches. Capacity one pound.

This dispenser is based on "Slick" Patents and operates the same as the "Slick" shakers that are proving so popular with the trade.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR, East

CHAS. A. WEIDEMANN, West

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Smith Ceramic Studios, Inc.

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Originators of

Unusual Creations in Decorated China and Glassware

Salesrooms

NEW YORK
Geo. H. Donovan
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Wilgus-Good Co.
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Also Displays at

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New York

Best Values in

JARDINIERES

Vases, Candlesticks, Bowls and Novelties



SEE YOUR JOBBER
OR
WRITE US

THE BRUSH-McCOY POTTERY CO.

ZANESVILLE, OHIO

N. Y. OFFICE—COX & CO., 120 FIFTH AVE.

We make the "LINES THAT SELL."

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Dinnerware Features Sales at Department Stores This Week

SPECIALS in dinnerware featured the sales of Chicago department stores this week and many values were offered in glassware and lamps. A Clearance Sale of 3,000 pieces of glassware at reduced prices was held by Carson, Pirie, Scott & Co. this week. Salad plates, goblets, sherbet glasses, water pitchers, flower and nut bowls, console sets, etc., were priced at from 50c to $3 each. This store also featured specials in table lamps. The Fair offered 1,000 fine 100-piece French, English, Bavarian, Nippon, American china and porcelain dinner sets in six price groups, ranging from $16.50 to $49.50, and made a feature of 500 bridge and junior lamps at $12 and a wrought iron bridge lamp with shade at $2.25. A $1 Sale of Houseware was also offered by this store, including such items as pans, roasters, waffle irons, baskets, crystal sets, etc.

Mandel Brothers gave a discount of 25 per cent on all dinnerware and glassware on Mondal only. Other bargains from this store were bridge lamps at $4.95; 100-piece imported dinner sets at $37.50 and ocean green stem glassware at $4.50 a dozen. Thanksgiving dinnerware was a feature of the Boston Store this week. Metal floor lamp bases were priced at $7.95 and boudoir lamps at $2.48 by this store. Hillman's offered wrought iron and polychrome lamps at $8.95 and $12.95, and Hartman's marked junior lamps $16.75 and bridge lamps $7.49 in its Thirteenth Thanksgiving Sale. The Davis Co. had specials in gold encrusted glassware and plate this week.

This was the final week of the Burley & Co. 87th Annual Anniversary Sale. These shops continued with specials in tableware, items for home adornment, gifts, dinner sets, plate, etc. The L. Fish Furniture Co. held its 67th Annual Thanksgiving Sale this week. One hundred gold and blue dinner sets were featured at $22.85 and specials were given in bridge, junior and floor lamps. The three Wieboldt stores offered a Japanese kitchenet with a 32-piece dinner set at $38.50 and also offered bargains in junior lamps, mirrors and dinnerware.

Work has been resumed at Earl W. Newton Co.'s glass cutting factory, following a brief shut down due to fire. This plant is turning out an extensive line of Venetian mirrors, cut salad plates and glass specialties.

The D. Saunders Co. is now representing the Atlas China Co., Brooklyn, N. Y., in the Chicago territory. The line includes gold band dinner sets and cake sets. The Saunders display in the shops building is now showing new things from the Catarract-Sharpe Mfg. Co., in colored and decorated glassware. The Cataract line is being materially improved for the coming year, with the average quality of the ware much higher than in former years.

H. O. Ebeling, of Ebeling & Reuss, New York importer, was visiting in the Chicago market during the past week.

Julius Hirsch, head of Hirsch-Malgood Co., of Brooklyn, N. Y., was in Chicago during the past week conferring with his local representatives and arranging for undecorated glass for his plant.

E. M. Meder, manufacturers' representative with display in the Shops building is showing a number of new

Ready for Shipment—



No. B1121

A large quantity of Breakfast and Dinner Sets on hand at all times Ready for Immediate Shipment.

WHEN IN CHICAGO VISIT OUR NEW PLANT

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Triangle 1000

and interesting items, among them being topaz and green tea sets and bridge sets, vases and candy jars from the Jennette Glass Co. This firm will also bring out a line of gold encrusted colored glassware in the near future. Mr. Meder's organization is again representing the Schaffer Tinware Mfg. Co., of Brooklyn.

To Study Installment Selling

A SEARCHING study of all aspects of Installment Selling has been undertaken by the Bureau of Research and Information of the National Retail Dry Goods Association. The study will be conducted by William A. Fitzgerald, Director of the Bureau.

The investigation will be very comprehensive, according to Mr. Fitzgerald, because of the rapid growth and development of Installment Selling and its intimate connection with retail distribution. Retail merchants are very keenly interested in the operation of this form of credit and particularly in the ultimate consequences of its continued development and extension.

The Association laid particular stress upon the fact that this business has grown to the point where nearly every kind of merchandise and commodity distributed at retail can be purchased on some sort of installment arrangement. Warnings have been sounded recently by many responsible business men of the possibilities of the consumer becoming seriously over-committed. It is said that any period of bad business with its attendant unemployment would interfere seriously with the consumers' ability to continue payments.

No position has been taken by the National Retail Dry Goods Association either in favor or in opposition to the principle of Installment Selling. The present investigation is undertaken to secure the facts on both sides and to inform the Association's members throughout the country of the present situation and expected developments.

The study will embrace the economic problems involved in Installment Selling, the various advantages and disadvantages of this form of credit both to distributors of merchandise and to the consumer. It also will present details of the many deferred payment plans used by merchants.

Both opponents and supporters of the Installment Selling idea will be interviewed for the purpose of securing a clear picture of the respective viewpoints. From this information it is expected that an impartial report will be constructed by the Association.

Leading economists will be approached in an effort to collect the most authoritative opinion regarding where the installment business is leading us as a nation. The study will be pursued intensively during the early winter and a final report completed at the earliest practical moment.

The Lady—"I want a muff."

The Assistant—"Certainly, madam. What fur?"

The Lady—"What fur? To keep my 'ands warm, ye idiot."

WHAT TO BUY AND WHERE TO BUY IT IN — CHICAGO A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
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IMPERIAL GLASS CO.
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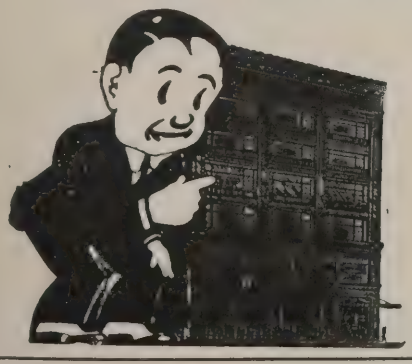
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THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

VISIT THE SHOPS BUILDING FIRST WHEN IN CHICAGO—17 N. WABASH AVE.



R. M. MEDER CO.
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

HELM & SOUKUP
Factory Representatives. Imported and Domestic Table and Illuminating Glassware.

ROSENBERG & LURIE
We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*
178 W. Jackson Blvd.
Phone Wabash 6589

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMEN WANTED FOR FOREIGN AND DOMESTIC DINNERWARE

SALESMEN WANTED—With thorough knowledge of Foreign and Domestic Dinnerware. Eastern Pennsylvania, West Virginia and Southern Territories open. State previous experience and give references. Fisher Bruce and Company, Philadelphia, Penna.

SALESMAN WANTED FOR CHINA AND GLASSWARE

SALESMAN WANTED—Large New York Importers of china and glassware have an opening for a thoroughly experienced salesman acquainted with the jobbing and department store trade in the Middle West and Eastern Seaboard. We want a producer. Apply by letter so that interview may be arranged. Box 506, care of CROCKERY AND GLASS JOURNAL.

EXPERIENCED SALESMAN IS OPEN FOR ENGAGEMENT

SITUATION WANTED—Experienced Salesman of china and glassware with wide acquaintance in the trade, thorough knowledge of the business, is open for engagement January 1st with a substantial concern; convincing references and further particulars exchanged. Box 504, care CROCKERY & GLASS JOURNAL.

ENAMELED WARE AND ALUMINUM SALESMEN WANTED

WANTED to sell high-grade lines direct to dealers. Good commission also full commission on repeat orders. Give experience and territory fully in first letter. Address Box 518, care CROCKERY AND GLASS JOURNAL.

SALESMEN AND JOBBERS WANTED

THE well known Crystal Marmor Ware of High Grade Decorated Pottery and China, wishes connection with salesmen and Jobbers for 1926. H. Marmorstein Art Studio, 2523 N. Halsted St., Chicago, Ill.

Caught in the News Net

(Continued from page 23)

department was responsible for the concern placing the housewares department under his care.

He assumed charge of the additional duties that the latter department involves last Monday.

George L. Kearney Succeeds Carlton Tracy at Borgfeldt's

Geo. Borgfeldt & Co., New York, has announced the appointment of George L. Kearney as successor to the late Carlton Tracy, who died on November 12, as manager of the concern's glassware department.

When fresh from school in 1901, Mr. Kearney procured a position with the Borgfeldt concern. He was placed in the glassware department and has devoted his entire business career to this branch of the business.

He is a man of a great deal of ability and coupled with his popularity with the trade the concern could not have made a better selection to fill this important position.

New Importing Firm to Start Business in New York

D. Sendar Co. is the name of a new importing concern which has leased spacious quarters on the second floor of the building at 35 West 23rd St., and plans to open up on December 1.

They will be exclusive representatives for the Eastern States of the United States for John Steventon & Sons, Ltd., Burslem, Stoke-on-Trent, England, manufacturers of dinnerware and specialties. In addition to this they will represent a domestic dinnerware factory.

The concern will occupy 2,500 square feet of showroom space which will be beautifully fitted up in every particular. They will also have window display space on the street floor of the building. In addition the company will maintain a large warehouse in the city, where they will carry a large stock of the lines they handle.

Wholesale and Retail Distributions Increase

Distribution of goods at wholesale and retail in the Easterni Atlantic States for the last quarter this year will show an increase of from ten to fifteen per cent over the corresponding period of 1924, according to an analysis compiled by the Atlantic States Shippers Advisory Board. The Board's survey was based on forty commodity reports covering all of the basic industries in its territory. This district comprehends NNew York, New Jersey, eastern Pennsylvania, Maryland, Delaware, eastern Virginia and the District of Columbia.

As a common meeting ground between shippers and railroad officials—the buyers and sellers of transportation—where mutual problems can be solved through co-operation and common sense, the Atlantic States Shippers Advisory Board has contributed substantially to the improved transportation service which the whole business community now enjoys.

"The Board's survey of business conditions," said W. J. L. Banham, General Traffic Manager of the Otis Elevator Company and General Chairman of the Board, in making public the report, "is of necessity one of the closest check-ups of the trend of industry which is now produced. It is based on accurate estimates which the various industries make as to their car requirements for the next ninety days.

Buyers in New York

NOVEMBER 19, 1925

Miss K. M. Riordan, house furnishings, J. H. Bunce Co., Middletown, Conn., 315 4th Ave. (D. G. Alliance).

NOVEMBER 24, 1925

I. Schuler, house furnishings, Sasso Dept. Stores, Hazleton, Pa., 27 W. 33d St. (Fellows Buying Corp.).

E. F. Logee, house furnishings, china, Hager & Bro., Lancaster, Pa., 315 4th Ave. (D. G. Alliance).

NOVEMBER 25, 1925

W. W. Taylor, house furnishings, toys, D. M. Read Co., Bridgeport, Conn., 315 4th Ave. (D. G. Alliance).

O. T. Balhorn, toys, Rollman & Sons Co., Cincinnati, O., 40 W. 32d St. (Littman & Storch).

Mid-Month Review of Business

EXCELLENT conditions in retail trade throughout the nation, steady and rapid movement of most crops from primary points of central markets, less hesitancy in jobbing and wholesale lines, generally well-sustained commodity prices, easy credit conditions, fewer failures, a somewhat larger volume of employment—these are conditions which go far to substantiate the sustained cheerfulness of speculative opinion, says a report by the Irving Bank-Columbia Trust Co.. Besides the fact of large earnings, many groups of securities possibly owe their present high levels to the policy of writing off large amounts of money for depreciation during the last few years. Hidden assets of this sort have undoubtedy helped to bulwark the confidence of those stockholders fortunate enough to have inside knowledge of operations, and thus be able to gauge fairly accurately the extent of corporate prosperity. Even though in many stocks phenomenal advances have occurred, there may be no sudden rush of profit taking until Congress takes definite action this winter regarding reductions in the Federal Income Tax. Considering that we are now in the height of the crop moving season and with general business very active, the comparative ease in money rates seems the more impressive, and is undoubtedly an important element in the maintenance of high security prices.

The second recent reduction of the Bank of England rate has already stimulated a flow of gold to our shores and thus operates as a further resistance against any undue advance in rates. Another influence having a similar effect, is the remarkable efficiency of the railroads in moving freight, thereby freeing manufacturers and merchants from the need of keeping many millions of dollars tied up in merchandise.

But there is still another factor in the present money situation which seem to have passed almost unobserved, yet which deserves special mention at the present time, namely, the cumulative benefits flowing from the establishment of the Division of Simplified Practice in the United States Department of Commerce nearly four years ago. Secretary Hoover, by this one act alone, has well earned immortal fame in the history of American business. Anybody with common sense can see the folly of manufacturing sixty-six varieties of paving brick when only five are actually necessary to meet all demands. By force of inertia, however, the situation would doubtless have endured indefinitely in the absence of some agency whereby producers, distributors and users could come together and agree to minimize the excess varieties in shape, size, quality, process, composition and other characteristics of many products. Thus, the styles of woven-wire fencing have been reduced from 552 to 69. Where 78 sizes of bedsteads, springs and mattresses were formerly manufactured, only four are now turned out. Bolts and nuts for farm machinery have been reduced from 1500 varieties to only 840. Hotel chinaware has declined similarly from 700 to only 160 kinds.

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New York Directory

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Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co.. Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

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Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

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The Representative Paper of the Industry
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DOLLS AND TOYS
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Vol. 101 December 3, 1925 No. 23

AS THE EDITOR SEES IT

President Coolidge's New York Address

President Coolidge naturally devoted the major part of his address at the annual dinner of the New York Chamber of Commerce to a discussion of the relations between the government and business, using the latter term in a widely inclusive sense. He defined "true business" as representing the mutual organized effort of society to minister to the economic requirements of civilization. Those who are engaged in true business, instead of regarding the government as their opponent, ought, he said, to view it as their vigilant supporter and friend. He emphasized the advantages which would accrue from a more sympathetic understanding between government and business, while declaring for the largest possible independence in their relations. Proper regulation and control are, he observed, disagreeable and expensive, but they are a part of the price which must be paid to promote the cause of economic justice. He remarked, however, that in the present generation, business, almost universally throughout its responsible organization and management, has shown every disposition to correct its own abuses with as little intervention of the government as possible. Mr. Coolidge dwelt, in a manner full of interest, upon the progress made toward economy and efficiency both in government and in business, on the aid contributed by us to the rehabilitation of Europe in the period since the close of the war, on the matter of debt settlements, and on the policy that should be followed in making loans abroad. One of the strongest pleas made by the President for adhesion to the Permanent Court of International Justice featured the close of his address. He said that he could conceive of nothing we could do which involved so few obligations on our part, and which would be likely to prove of so much value to the world.

Eliminating Industrial Waste

Progress the United States has made during the past five years in the elimination of industrial waste on a national scale has brought about "one of the most astonishing transformations in economic history," according to Secretary Hoover, whose annual report, made public recently, surveys American industry in support of this contention.

In 1918 there were 10,600,000 savings bank depositors in this country. There are now 38,800,000 such depositors.

The bird population of the United States is estimated at 75,000,000,000, 40 times the number of human beings.

Nearly 25 per cent of all the milk produced in the United States during 1924 was used in the manufacture of creamery butter.

On Getting Ideas at the 'Met'

Transition of Motives Range from Tapestry to Pottery

By Richard F. Bach

THE study of an object of art from the standpoint of its value in present-day design resembles the use of a book by students. While to some a given volume may offer untold riches, to others it will remain cold and uninspiring. It is often a far cry from the old piece studied to the clattering modern factory in which the new piece is designed and produced. Ideas, motives, color combinations spring at the designer from pieces of great variety as to purpose, material and artistic inspiration. Imagination in design may reach across centuries in a second's thought, as when an Anthenian pyxis whose age is reckoned in milleniums offers the designer the long-sought inspiration for a cold cream jar. Similar long-range



translations or transitions of motive, material, purpose or idea are seen in the following:

From Millofleurs tapestries to Pennsylvania pottery:

From Italian gesso covered and painted picture frames to tapestries made in New Jersey:

From Chinese cloisonné vases to men's cravats for Fifth Avenue shops:

From Persian lacquered book covers to sports ribbons for Southampton:

From Oriental pottery to Occidental painted furniture made in Connecticut:

From old Florentine glass bottles to present-day printed voiles:

From Russian laces to American decorated porcelain:

From ecclesiastical vestments dating from the struggle between Guelph and Ghibelline to wall paper made in Brooklyn:

From rugs of India to woven cotton blankets produced in Providence:

From Turkish brass to American silver:

From embroidered crests that graced the tournaments to sport skirts of today:

From French wood carvings to soap wrappers:

From Egyptpian costumes to bottle labels:

From Japanese peaked helmets to grass floor mats:

From Buddhist statuettes to advertising designs:

From a carved leather epaulet of Nippon to an etch silver tray in Long Island:

From chased metal to cretonne.

These indicate the results of the progressive designe There are, of course, for one such a hundred others wl follow the line of least resistance and find lace ideas on in lace, textile ideas only in fabrics, etc.

The fundamentals of design are universal, as motiv and colors are universal. Their emergence in given mat rials or their manifestations under specific conditions technique, use or process of production, is a matter successful adaptation on the part of the capable design or styler. We, or they, will recognize the merits of mat rials and the advantage of technique, finding their inspir tion accordingly, not only by reiteration of motives fro *similar* material, but through an informing study of desi able motives or textures in *any* material. The former inbreeding, which leads to stagnation; the latter brin progress in design.

Prague, Leipzig and Vienna Fairs

It had been a rule that the three most important fai in Central Europe, i. e., those of Leipzig, Prague and V enna, did not take place at the same time but followed ea other to avoid competition. Vienna has been the first neglect this rule by fixing the same opening date of i Autumn Fair 1925 as had been previously announced f the Prague Fair, i. e., September 6, 1925. A new st in this direction has been recently taken by the Prag Fair the management of which have decided to hold t next year's Autumn Fair from August 29th to Septemb 5th, 1926.

The management of the Prague Fair are quite alive the fact that the Leipzig Fair will take place in that we and have thoroughly considered the question whether was advisable to hold the Prague Fair at the same tim It was stated that only a small number of exhibitors wi be affected by this decision, viz., those who participa in both fairs and have not got separate sample collectio for each fair. In other respects, however, the manag ment of the Prague fair feel sure that this measure wi cause favorable results, especially as far as foreign bu ers are concerned, owing to the fact that at the Leipz fair business transactions are concentrated on the fir three days and most of the foreign visitors who otherwi would return home directly, are likely first to visit t Prague fair.

The Spring fair, as already announced, will take pla

(Continued on page 24)

Turning Complaints Into Boomerangs

Most Stores Regard Expressions of Grief as a Nuisance, But Like a Pain in the Body They Are a Sign of Trouble and the Cause Should Be Determined and Removed

EVERY store, no matter how well managed, is certain to receive occasional complaints. A good many stores regard these as something of a nuisance to be passed over as quickly as possible, but certain merchants among the trade are turning complaints into trade boomerangs.

In reality, a complaint is a good deal like a pain in the body. When we have a pain it is a signal of trouble, and the cause should be determined and if possible removed. In fact, a pain is virtually the hoisting of a flag warning. A complaint, as a usual thing, can be classed in the same category. It means that something is wrong and ought to be traced to its source.

Now, broadly speaking, complaints are of two classes: First, those which originate within the organization and because of some fault in goods, delivery, or service. And second, complaints which arise without the organization, and for which the store is in no way responsible or to blame.

A complaint may be an assets or a liability, depending wholly upon the definite policy of the store. Probably far more stores make a liability of complaints than assets. This is due to failure to face the various problems whatever they may be, in relation to the complaints made, and to solve them promptly.

One department store which does a large mail order business is said to handle 150,000 customers every day, and approximately 15,000 telephone orders, to say nothing of numerous mail orders. Only thirty-six sales in each 10,000 go wrong in any particular. That is to say, complaints are only received on a little more than one-third of one per cent. Only 36 sales in each 10,000 go wrong in any particular. That is to say, complaints are only received on a little more than one-third of 1 per cent.

These complaints have been followed up, and over a period of time, it is estimated that at least one-third of them are due to outside causes rather than to any fault within the organization.

This is a mighty fine record. The establishment pursues a very liberal policy, finding this good advertising and a means of building up good will.

Establishments keeping records dealing in detail with complaints have reached the conclusion that from 98 to 99 per cent of all people are honest, and that the few remaining ones represent a negligible number. They are soon recognized, and are very likely to keep away, after they find that unreasonable demands will not be continuously honored.

In order to make complaints actual business builders, the policy that must be followed is to make the complete satisfaction of the customer the aim of the business.

This means that the goods must be all they are represented to be. They must be worth the price. They must not be over-stated in any particular. The goods must be right of their kind. Clerks must be courteous, orders must be filled promptly and correctly, and in every way the patron educated to know that when he deals with this establishment, that he is dealing with a reliable and honorable concern. It is better occasionally to make good on an unjust claim, than to prejudice by a single unsympathetic hearing of a grievance which is justified.

All complaints should be followed up and the whole situation understood. Sometimes, it will be advisable to make a prompt and cordial exchange of goods. Again, it may be desirable to give the customer his money back, even if we know that he has seen something somewhere else which he would rather have than the purchase concerning which he is complaining. Occasionally, the readjustment which is satisfactory will be suggested by the customer and will be fair and will be the best one to follow. All complaints should be followed up inside the business, and the cause for complaint eliminated at the earliest possible moment.

Peter Sizes Up Holiday Buying



By Fred Oliver.

PETER POTTER SAYS: Jedgin' from all the dishes sold this time th' year-they's either a powerful lot more eatin' goin' on 'er else folks is buyin' 'em fer gifts.

Income Tax Department

Conducted for The Crockery and Glass Journal
By M. L. Seidman
Seidman & Seidman, Certified Public Accountants

This is the fourth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

Credits for Dependents

IN the last article we discussed the question of personal exemptions and we learned that an unmarried individual is entitled to an exemption of $1,000, unless he is the head of a family, which gives him an exemption of $2,500. We also found that a married person gets an exemption of $2,500.

In addition to the personal exemption, there is what is known as a credit for dependents. A credit of $400 is allowed for each person receiving the chief support from the taxpayer.

Let us analyze this a bit further. In the first place, what do we mean by a "dependent"? A dependent is defined as a person under the age of eighteen or one who is mentally or physically incapable of self-support. No matter how dependent in fact one person may be upon another, if that person is over the age of eighteen and is mentally and physically capable of self-support, the other cannot take the $400 credit. Thus, a parent supporting a nineteen-year-old child through college would not be allowed the $400 for the support of that child, nor could a son take credit for the support of a parent, even though the son was the chief support of the parent, if the parent were mentally and physically capable of self-support.

Then, the taxpayer must be the chief support of the dependent. By "chief" is meant that the person claiming the credit must contribute to more than fifty percent of the amount required to support the dependent. It is, therefore apparent that two persons cannot claim the credit for the support of the same dependent. On the other hand, unless there is one person who is the chief contributor to the support of a dependent, it may be that nobody can claim the $400 allowance. Thus, if two brothers were to contribute equally to the support of a parent, neither one of them could take the $400 credit, because neither one of them would be the chief support of the parent.

Note also that the $400 is allowed for each dependent. Where the taxpayer is the chief support of three individuals, his credit for dependents is therefore, $1,200. However, it is important to remember that a husband cannot take the $400 credit for the support of his wife, or vice versa, even though one is absolutely dependent on the other and may be less than eighteen or mentally and physically incapable of self-support. Apparently, Congress felt that in allowing the husband and wife a $2,500 personal exemption, ample allowance was made for the general dependency of one upon the other.

On the other hand, the head of a family, in addition to his $2,500 exemption, can take the $400 credit if the person or persons dependent upon him come within the definition of a dependent. A man living with his dependent mother, therefore, would be entitled to a total exemption of $2,900. It should be noted that even if his mother were capable of self-support, the son would still be entitled to the $2,500 exemption as head of the family, although he could not take the $400 credit, assuming, of course, that the mother was in fact dependent on the son. As we have previously seen, all that is necessary to establish a person as the head of a family is that he actually support and maintain in his own household one or more persons, irrespective of the age or mental and physical condition of those other persons.

For fear that a contrary conclusion might otherwise be drawn from the foregoing, let it be specifically stated that it is not necessary for the dependent to live with the taxpayer in order that the taxpayer can take the $400 credit. That question is involved only to determine whether one is the head of a family. But on the matter of dependents alone, the $400 credit is applicable irrespective of where the dependent may reside. For that reason, a son who contributes to the chief support of his parents who live in a foreign country would be entitled to take the credit for their support.

Nor should it be inferred that the dependent must be related to the taxpayer. That is not required at all. The credit may be taken whether the dependent is related to the taxpayer or not, so long as there is a real dependency as previously defined.

In discussing the personal tax exemptions we saw that where a person was married during the year his exemption was prorated, based upon the number of months he was single and the number of months he was married. However, the credit for dependents is governed by the situation at the last day of the year. A parent might support a child throughout the entire year, yet if the child's eighteenth birthday fell on the last day of the year, or any time before that, the parent could not claim the $400

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BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

BOSTON OFFICE
215
LA GRANGE ST.,
WEST ROXBURY,
MASSACHUSETTS

HARRY M. WHEELER, formerly manufacturers' representative for several years in Boston, called on a number of his friends in the trade last week. Sometime ago Mr. Wheeler gave up his business in Boston and located in the Cape. He was accompanied on his trip by Mrs. Wheeler, who was at one time stenographer for Murt S. Wallace, 157 Summer St. Mrs. Wheeler is also well known in the trade and has many friends in the business.

W. J. Chenoweth and C. J. Keating, who cover Southern territory for the Jones, McDuffee and Stratton Corp., were in town last week in attendance at the firm's semi-annual conference of their sales force.

Frank P. Judge, of the National China Co., is expected to visit his New England representative Edw. C. Wilgus Co., 111 Summer St., Boston, about December 10th.

Edmund Burke, formerly with Mitchell-Woodbury Co., is now with the George Bordgfeldt Co., New York. Mr. Burke will travel for the above concern selling china and glassware.

Arthur Bourne, of Pawtucket, R. I., was in Boston last week.

Mr. McAvoy, formerly buyer for the retail department of the Mitchell-Woodbury Co., has resigned his position with the concern. He was at one time general manager of the firm's store in Bangor, Maine.

Preparations are being made by the buyers of the Jones, McDuffee & Stratton Corp., for their European trips, after the holiday season.

Business among the retail stores in Boston as reported as being exceptionally good. There has been a large sale of the better grade of glassware.

The Parker House, known throughout the country by manufacturers and used as the headquarters by a large number of salesmen while they sold their wares in Boston, has been closed, to make way for a new building.

Christmas China Destroyed by Fire

Fire caused damage estimated at $3,000 in the R. C. Reynolds furniture store, Troy, N. Y., November 16. Only prompt discovery and immediate closing of fire doors by employes prevented a building wide blaze, firemen said.

Martin Ormsby, a clerk in the china department of the store, was wrapping a bundle when he smelled smoke. Investigating, he found the shipping room in the rear of the department a mass of flames.

A shipment of china ware, toys and other goods for the Christmas season had been received earlier in the day and much of this is a total loss, Mr. Reynolds said. The goods had not yet been removed from the cases and the straw packing burned quickly.

Glass Factories Working to Capacity

There has been little change in the conditions of the glass industry in Millville during the past few weeks, and both manufacturers and workmen are now enjoying a successful season. Orders have been arriving well and there is no indication of an early lull in the business.

The Glassworker, of Pittsburgh, sums up the situation of the country thusly:

"While there has been no great change in the number of tanks and furnaces in actual operation in any branch, increased output has been gained by speeding up operations and by adding additional shifts. Some pressed and blown ware factories are operating night shift for the first time this year. All factories making pressed and blown ware for table, home and decorative uses are working on better schedules than at any previous time this year.

For Mailed Parcels



In selling Christmas Gifts which are to be mailed, the following bit of service is recommended as a good-will builder for your store.

Double wrap the parcel. The first wrapping should be done with holiday paper or else as your store would ordinarily wrap the parcels. Then again wrap the parcel in plain paper and address or label it.

Stamp the outside wrapper with the wording:

CHRISTMAS PACKAGE—DO NOT OPEN
UNTIL CHRISTMAS DAY

Your stationer or printer can have such a rubber stamp made for you.

Florida China Shop Opened

W. O. Rouse, with 35-years' experience in business in Indianapolis, has announced the opening of what is said to be the most exclusive china shop in Greater Miami, at 543 Washington Ave., Miami Beach.

Fifth Avenue Boasts the Ultra-Fashionable in Lamp Showrooms

Beauty, Art, Craftsmanship and Practicability Unite at Mutual-Sunset Lamp Co., on Famous Thoroughfare

By Beatrice Miller Wisner

WHERE beauty, art and fine craftsmanship unite with practicability in the excellent display of lamps, novelty luminators and occasional furniture—the Mutual-Sunset Lamp Co., Inc., unusual showroom, 225 Fifth Ave., New York. The unique arrangement of the entrance to the rooms, a section of which is herewith illustrated, with its massive iron gates and decorative standard flower holders, filled with brilliantly luminated flowers, occasional furniture, lamps and torchiers, standing out in bas relief against the splendid picturesque stone wall background, can scarcely be adequately described in print, it needs an eye-witness to fully appreciate the loveliness of the setting, which characterizes this showroom. Here lamps and torchiers in masterful design and modeling, vie with coffee and console tables, mirrors, fern stands, aquariums, girondoles, and odd pieces in original construction and novelty, featuring fine new plated finishes. Spanish galleons and motifs, beautiful scroll-work and fanciful patterns, lend excellence to the products; a high development in metal-craft. One of the noticeable and original tables shown, is created for the cocktail drinker, and comes in either brass or iron. The rim is beautifully designed with a removable glass insert holder for cocktail glasses. This piece is not only extremely useful, but a highly decorative table for the modern home. Another enticing ornate object, is a brilliant colored glass flower-holder, handsomely mounted in brass, with flower receiver at the top, forming an ornamental and practical receptacle. The beautiful showroom, presided by Mr. Collins, the genial sales-manager, has few rivals in originality, and the character and varied assortment of its merchandise tells its own truthful story. A visit to this fascinating showroom would prove highly interesting and compensating.

Christmas Lamp Shades Popular

From one of the best authorities in the lamp shade industry comes the foreword that lamp shades are among this year's most favored Christmas gifts. This statement cannot be refuted, noting the splendid assemblage of lamps and shades featured in the New York market, the largest

(Continued on page 24)



Where beauty and practicability combine—an attractive corner in the showrooms of the Mutual-Sunset Co.

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Scio, Ohio — 9 Kilns

"Princess Dinnerware"



Illustrating our No. 314 Open Stock Pattern. One of many "live sellers," shown on the attractive "New Princess Shape."

The Smith-Phillips China Co.

EAST LIVERPOOL OHIO
J. W. Mackey, *Sales Manager*

Eastern Representatives
PHILLIPS, THISTLE & SMITH, INC.
1107 BROADWAY, NEW YORK



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Flint Glass Lines in Demand

DISTRIBUTORS of flint glass lines have been ordering in very liberal volume from manufacturers, and this is especially true of the decorated lines of ware.

Concerning the latter class of merchandise, the demand at the factory for the entire line has been quite in excess of that of last year. All of the decorating shops are working full time, and the receipt of orders has been exceptionally active from all parts of the country. Retail dealers have advised some of the manufacturers that holiday merchandise is being placed on display earlier than has been the usual custom, and that already decorated glassware has started to move in reasonable volume. It is taken to mean that should this demand continue, stocks will be exhausted before the close of the year, and this will give buyers a free hand to place orders for large stocks in January for immediate delivery.

Blown and stemware is also in steady demand, so the manufacturers have been informed. The gold decorated lines seem to be in best request, although there is a nice movement reported in the light cut and etched offerings.

Staples are in fair movement from the factory, and jobbers have been the largest buyers of these items during the last few weeks. The department store trade has been active in the specialty market, but the bulk of all such holiday stocks have been shipped or are in process of shipping.

Lighting glassware, and the lighting line is in better request than formerly, but this is due to the season. The shops featuring lighting glassware and the full lighting line are doing an active business, this being judged by the volume of business the different factories are receiving from that class of distributors.

Pittsburgh Show to Be Best Yet

There are early indications that the forty-sixth annual exhibit of the Associated Glass & Pottery Manufacturers, which will be held in the Ft. Pitt Hotel for three weeks from January 11th to January 30th, will be more elaborate than heretofore recorded. Several new exhibitors are expected to display their lines at the Ft. Pitt, and who will become members of the Association, while there will be a larger "overflow" of displays at the William Penn than last January, when a peak record was recorded.

Secretary Hammer, with offices at Eighth and Penn Ave., Pittsburgh, Pa., is actively engaged at this time the publicity campaign for the annual exhibit, and every buyer of dinnerware and glassware in the United States and Canada is to be advised by him of the forthcoming event. It is recalled that through the efforts of the Association in this direction the number of buyers visiting the market in January, 1925, was the largest in the history of the trade.

In fact, this record of buyers exceeded the number visiting this market when the glass manufacturers several decades ago "put on" two exhibits annually, one in January and another in July.

The Smith, Phillips China Co. and the Edwin M. Knowles China Co., who have not exhibited here in several years, have arranged for displays in January, the former taking space in the Ft. Pitt and the latter in the William Penn Hotel.

A number of agency displays will be found at the William Penn Hotel, but the "main line" of manufacturers will be found at the Ft. Pitt as usual.

With a capital stock of $50,000 the Ohio Art Glass Co., has been formed at Cleveland, O., by Robert H. Sanborn, Harold S. Dennerle, Walter J. Allen, Earl L. Allen and Lawrence C. Hogstrom.

To Feature Colored Glass

It is about conceded that colored glassware will again be made a leading feature of the glass exhibits proposed at the Ft. Pitt Hotel in January. For some months the manufacturers of specialties have been giving attention to 1926 lines, and most all of the factories that have featured colored glassware during the current year are extending effort in this direction on new lines. Several years ago manufacturers began to feature colored glassware, and last year the best display was made since the line became a popular fad. And the end of such creations is not in sight, so factory managers relate.

Plans for the reconstruction of the destroyed plant of the General Glass Co., at Geneva, N. Y., have been approved, and work will begin at once. This shop was destroyed with a loss of over $50,000 in October. The company is manufacturing a general line of automobile lenses and other similar specialties.

Smith Glass Co. Has Good Year

"We've had a very successful season, and judging from early indications it is our opinion that we will have an excellent volume of business during 1926," observed J. Swaney Hall, of the L. E. Smith Glass Co., of Mt. Pleasant, Pa. This factory is making a feature of staples and novelties, and with especial attention being given to utility

items. Mr. Hall will be in charge of the display of this factory at the Ft. Pitt in January.

U. S. Glass Co. Arranges Rooms

The general sales department of the United States Glass Co., located in the Jackson Building, Liberty Ave., Pittsburgh, Pa., is being arranged under the direction of city sales manager Henry W. Niekel, for the reception of the January trade. All of the new offerings of this company will be displayed in this sales room, and during the three weeks of the January sales season, the factory representatives from New York, Boston, Chicago, St. Louis, Philadelphia and Baltimore will visit the home office for the purpose of taking care of trade from those territories. This policy has been followed by the company for some years. A number of new etched and encrusted patterns and many new items have been added to the general line for 1926 delivery. A representatives of this company will also be located at the Ft. Pitt Hotel during the forthcoming buying season.

Westmoreland to Have Biggest Display

Plans of the Westmoreland Glass Co., of Grapeville, Pa., again call for the largest display of glassware at the Ft. Pitt during January, and in addition to occupying the entire Assembly banquet room at this hotel, adjoining space has also been obtained. The company has a number of new shapes and designs and colors in decorated ware designed for the new season, and these with the most popular items of the 1925 line will be shown here next month. The display will be in charge of C. H. West from the factory, who will be assisted by the full sales force.

The annual meeting of the Associated Glass & Pottery Manufacturers will be held in the Ft. Pitt Hotel during the January sales season, it has been announced, when officers for the new year will be elected. It is this organization which has charge of the annual sales event as it has to do with the Ft. Pitt Hotel feature of the season. The Association will as usual maintain information headquarters at the Ft. Pitt in January, which will be in charge of J. C. Hammer, secretary. It is not likely that many changes in officers will result at the annual meeting, if any at all.

Potomac Glass Co. to Feature Wares

A new line of blown and stemware will be featured by the Potomac Glass Co., for 1926, and a number of new patterns have been designed for the line. The latter will consist of deep etchings and crests, and with special attention being given to the blown line for hotel purposes. The general line of this factory will be displayed at the Ft. Pitt in January, and will include all of the new patterns.

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

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Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

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New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — W. B. Andrews, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



Production Schedules Maintained Because of Big Holiday Demand

PRODUCTION schedules in all generalware potteries in the western district are being maintained at almost full standard, due to the demand for holiday merchandise. Orders from all sections are being received by the manufacturers, and some letters accompanying orders virtually plead for shipments to be received in time for holiday sales.

The situation in this respect, however, is what manufacturers have anticipated. It has been contended for quite a period of time that unless distributors took advantage of time and anticipated their future requirements, there would arise a situation just as is now being experienced, that is to say, a rush demand for goods after it is too late.

There are some in the trade who profited by past experiences in this regard and did place orders early. However, the trade as a whole instead of beginning to buy in August as has been the usual custom, delayed action until September and October, and then they came into the market and sought quick delivery of all orders. It has been pointed out by the manufacturers that while they were always striving to render all possible service to distributors, there were some things that were impossible, and the filling of late orders has been classed as one of the impossibilities.

In an effort to accommodate the trade, the majority of the potteries in this district were working Thanksgiving Day.

Mail orders continue in steady receipt, and the few salesmen still on the road are also forwarding favorable business. Some specifications have been received for first quarter delivery, and from present indications all plants will be in active production during the first three months of the new year.

Sebring Companies Incorporate

Incorporation papers have been granted under Ohio laws to the Strong Manufacturing Co., Saxon China Co., and the French China Co., all located at Sebring, O., and each concern has been incorporated with a nominal capital stock of $500. The same incorporators are given in each charter application, these being W. B. Stewart, Charles Follett, McAllister Marshall, Blake Wormer and Peter Reed. Very recently all of these concerns were merged into one major corporation under the name of the Sebring Manufacturing Corp., of which Oliver H. Sebring is president.

Stafford—New Thompson Shape

The Thompson Pottery Co. has decided upon the name of "Stafford" for the new dinner shape which is now being displayed in the factory sample room, and which will be made a leading feature by this interest for 1926. "This is the second shape we have called the 'Stafford,' " President George C. Thompson announced this week, "and we are quite positive that it will be just as successful as the former one." This plant is working full time on current orders and is in receipt of considerable business for January and February delivery.

Edwin M. Knowles Have New Shapes

Between thirty-five and forty patterns are being shown on the new "Maryland" ivory body shape of the Edwin M. Knowles China Co., all of which have been placed on display in the sample room at the factory. Other treatments are being added from time to time, and it may follow that when this shape is displayed at the William Penn Hotel in January that about fifty different patterns will be offered the trade, all of which will be in open stock. This shape is being produced at the Chester, W. Va., plant of this company, which is now being operated on full time. Further business on this new shape is announced to be heavy, and the volume is such that steady production at Chester is assured during all of 1926.

Newark Man in Pottery District

H. W. Niebhur, representing the Hanovia Chemical Co., of Newark, N. J., has been spending the week in this district. For several years after Mr. Niebhur has completed his day's business in this district he has devoted considerable time in locating Indian arrow heads, of which his collection is declared to be one of the largest and most valuable in the country. He has been gathering and classifying Indian arrow heads for many years, and he now has over 3,000 in his collection.

Russian Syndicate to Build Plants

Information has reached this district from New York that the "All Russian Syndicate of Silicate Industries" proposes to erect four new pottery plants in that country, and is now making inquiries for factory equipment in this country. Little, if any, Russian ceramics reach the United States, it is declared, as the home market demand is far greater than the present supply. It is because of this fact that the Syndicate proposes to erect four potteries and 15 additional glass factories.

Secretary Goodwin Back from Ohio

Secretary Charles F. Goodwin, of the United States Potters' Association has returned from Columbus, where he attended the first annual meeting of the Ohio Ceramic Industries Association, of which Thomas B. Anderson, general manager of the Pope, Gosser China Co., of Coshocton, O., is president, and Keith McAffee, of Cambridge, O., secretary. The Association met in Lord Hall, Ohio State University, where addresses were made by Secretary Ross W. Purdy, of the American Ceramic Society, and Prof. Watts, of Ohio State Ceramic School. C. C. Ashbaugh, of the West End Pottery Co., of East Liverpool, also spoke.

Sample Rooms Being Renovated

Practically all of the factory sample rooms in the Ohio district are being renovated and rearranged for the reception of the January trade. New furniture is being placed in some of the display rooms. Over 100 exclusive patterns will be shown by the manufacturers, and more new shapes will be placed on the market for 1926 delivery late this month than ever before at this season of the year. Only a few manufacturers of dinnerware have failed to issue a new shape, and where no new shape is to be offered, additional items have been added to present shapes.

It is a matter of common knowledge that the dinnerware manufacturers have gone to considerable length this season to give the trade something new for 1926 delivery, both in shapes and patterns and this combination of effort is expected to produce a heavy volume of business for early delivery in 1926.

Want Activities Under One Head

That the ceramic research activities of the Federal Government should be centered in one Bureau, and that the ceramic divisions should be under the direction of a separate permanent head—a man who should be a ceramist of outstanding ability, is the gist of two resolutions approved at a meeting recently held at Washington D. C., of representatives of different branches of the ceramic industry at the suggestion of Secretary Herbert Hoover, of the Department of Commerce. The United States Potters' Association was represented at this meeting by A. V. Bleininger, chairman of the Research Committee of the Association, and head of the research department of the Homer Laughlin China Co.

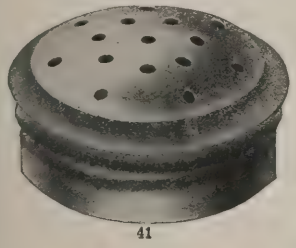
All of the allied ceramic industries have agreed that the research work of the Government, so far as it relates to ceramics should be under one directing head, and not subdivided as has been the rule of late years. The meeting resulted in ceramic research work receiving its greatest boost in history, and since the industry has recognized by the Bureau of Standard.

(Continued on page 24)

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Made of cast metal especially adapted for shakers. Does not easily dent. Silver (lacquered) and Nickel plated. Can fit any size bottle from our great variety of 250. Hotel and Restaurant shaker tops need replacing frequently. See your local Hotel and Restaurant owners, show them the inside of their shaker top, then get their order for new tops.

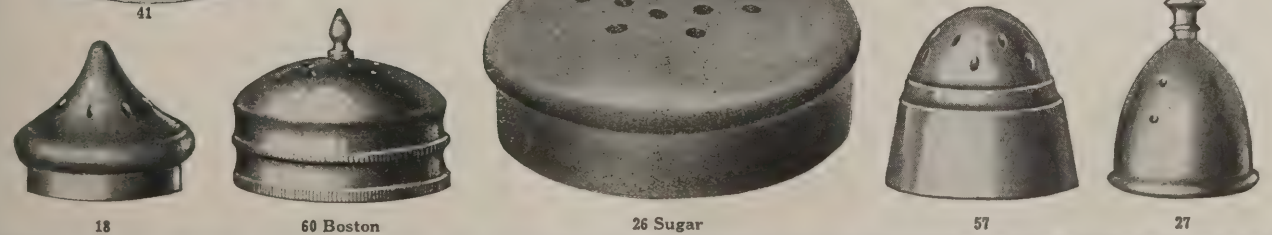


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CAUGHT IN THE NEWS NET

THE trade will learn with sincere regret of the serious illness of Lee Schoenthal, merchandise manager for the china, glass and lamp departments of Gimbel Bros. He has been confined to his home since a week ago Monday with a severe cold which developed into bronchal pneumonia the first of this week. As we go to press he is getting along as well as could be expected under the circumstances.

Charles H. West, president and James J. Brainard, vice-president and treasurer of the Westmoreland Glass Co., Grapeville, Pa., made a brief visit to New York last Saturday to see their local agents the Horace C. Gray Co. and to attend to other business for the factory.

E. W. Hammond had to postpone his contemplated trip last week to the factories which he represents in New York. He is spending this week away instead.

Charles L. Wise, of David & Chas. L. Wise, factory representatives returned home on Thanksgiving Day after spending three weeks in Bermuda with Mrs. Wise.

T. W. Hamilton, New York representative for the Susequehanna Cut Glass Co. and the Weston Glass Co., and other lines, spent last week at the factories consulting with the heads of the plants relative to their new lines now in preparation for the Pittsburgh Show.

Charles L. Phillips, of Phillips, Thistle & Smith, Inc., left Monday night for a week's visit to the Seneca Glass Co., and the Smith Phillips China Co., factories at Morgantown, W. Va. and East Liverpool, O.

The new showrooms of The Sendar Co. are located at 35 West 23rd St., New York, wherein is an excellent display of earthenware dinnerware from the factory of John Steventon & Sons, Lim. Burslem, England. The patterns are varied and contain many of the Conventional designs such as the Blue Willow, Indian Tree, reproductions of Roger's 1780, etc. Many colorful enamel decorations are featured. The ware is distinguished by an unusually brilliant glaze. The concern is prepared to make deliveries from stock as a large supply will be carried in New York.

F. W. Dalrymple, formerly with Cox & Co., for the past five years, is now in charge of the office of The Sendar Co., 35 West 23rd St., New York. In addition to his duties in the show rooms Mr. Dalrymple will cover the trade in the metropolitan district, with which he is very familiar.

Paul V. Robinson, president of the Smith Phillips China Co., East Liverpool, O., wound up a several days' visit to New York last Saturday by attending the Army and Navy game with Mrs. Robinson. Mr. Robinson devoted his time here between working with his factory's New York representatives Phillips, Thistle & Smith, Inc., and enjoying with Mrs. Robinson the varied pleasures that the city affords.

Charles L. Gaunt, secretary and treasurer of the Indiana Glass Co., Dunkirk, Ind., arrived in New York last Saturday morning accompanied by Mrs. Gaunt to attend the Army and Navy game after which they intended to spend all this week in the city. Mr. and Mrs. Gaunt were joined here by their daughter who is attending school at Washington, D. C. Mr. Gaunt is spending considerable of his time while here with his factory's agents the Horace C. Gray Co.

Dalrymple Manager of New Importing Firm

F. W. Dalrymple, well known in the trade and for the past five years associated with Cox & Co. as salesman in the metropolitan district and New York State, resigned his position with the concern on December 1st to become manager of the new china importing firm, the Sendar Co., mention of which was made in the last issue of the CROCKERY AND GLASS JOURNAL. The firm is now making preparations to open a salesroom at 35 W. 23rd Street on December 10. They will act as exclusive representatives for the English dinnerware and domestic lines of the factory of Jolin Steventon & Sons, Ltd., Burslem, England.

Bassett's Introduces Ivory Ware in Hand Painted Pottery

Advance samples of the new things for 1926 offered by Geo. F. Bassett & Co., 72 Park Place, New York, introduce among a most interesting showing of dinnerware lines, a collection of exquisite hand painted designs on a rich ivory body. The brilliant effects that have been achieved in these patterns are

right in line with the present demand for dinnerware or the vogue of the day. Some of these are plain and others in embossments. In the display are offered a selection of six different shapes at exceedingly reasonable prices. Among those that are sure to make an immediate impression are the Joan, Unice, Lucio and Fleur de lis patterns. The color effects in these are really lovely. Special mention should also be made of their "Everglades," a conventionalized orange blossom border with a center motif executed in six gorgeous colors.

Meetings and Exhibits of Interest to Trade

Tuesday, Dec. 8th, Wednesday, Dec 9th, 47th Annual Meeting of the United States Potters Association at at Waldorf-Astoria.

January 11th to January 30th, Annual Pittsburgh Glass and Pottery Exhibit.
Offices Associated Glass and Pottery Manufacturing. P. O. Box 555.

January 18th to 30th, Annual National Houseware and Housefurnishing Exposition, Hotel Sherman, Chicago.

February 1 to 6, China, Glass and Gift Show, Sherman Hotel, Chicago.

February 8th to 13, New York Merchandise Fair, 165th Regiment Armory. Offices, 458 Broadway, New York City.

Census of Manufacturers: 1925

The Bureau of the Census is making plans for the next biennial census of manufacturers, which will cover the wear 1925, as provided in the Act of Congress approved March 3, 1919.

In deciding upon the items to be covered by the census, the bureau has consulted with the representatives of various manufacturers' associations with a view to securing, as far as practicable and without making the schedule too elaborate, information which will be of value to the representatives of the several industries concerned, and at the same time furnish a record of the progress of manufactures generally throughout the United States.

Recognizing the value and importance of this work, we have arranged to cooperate with the bureau in collecting the data for the census.

The blank forms upon which reports should be made will be mailed by the bureau to all manufacturers about January 1, and a report will be required from each manufacturer whose gross products are valued at $5,000 or more for the year 1925. It is to be hoped that every manufacturer concerned will have his records in such shape that he can fill out the schedule within a few days after its receipt, as the tabulation of each industry will not be made by the Bureau of the Census until reports are received from all manufacturers engaged in it. We therefore urge our readers to furnish this information, in case they are manufacturers, soon after January 1.

ACCOUNTING PROBLEMS

Edited by Bernard E. Marx
Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Accounts Receivable

Last week when discussing Charge Accounts I explained the layout of a register from which entries would have to be made to the General Ledger, by debiting Accounts Receivable and by crediting each of the departmental sales accounts.

In addition thereto, a record must be kept of all the purchases made by each individual customer. This is done through the Accounts Receivable Ledger.

Every day the individual sales transactions must be posted to an "accounts receivable" ledger. The sheets of this ledger should preferably be in loose leaf form in order to give this ledger utmost flexibility. Each customer should have a full page for himself. At the top of the ledger sheet should be shown the full name and address, Account Number, Credit Limit and telephone number. All postings from the daily charge account register sheets must be made to the debit side of the accounts receivable ledger. At the end of the month, naturally, each customer's account reflects a listing of all purchases made. A statement is then sent to the customer giving a complete copy of the ledger entries. The statement should embody in a conspicuous place all the terms and conditions of the credit arrangement. Simultaneously a schedule of accounts receivable should be prepared for the credit department showing the total indebtedness or balance of each individual account. Included on this schedule must be all existing unpaid balances of previous periods, so that the total of this schedule reflects the total amount due to date from charge account customers.

The next step consists of recording the payments of these accounts. All monies received must naturally be recorded through the cash book. A special column must be created, headed "Accounts Receivable." The cashier will show all payments (cash or checks) in the Receipt column of the cash book and then again in the "Accounts Receivable" column. From this accounts receivable column postings are made daily to the credit side of the respective accounts of the accounts receivable ledger. If an account is paid in full or balanced, it should be ruled off; that is: a red double line should be placed under the debit or credit totals where the balance has been effected. In the general ledger account a posting is made from the cash book at the end of the month or period only. This posting, of course, must be made to the credit side of the

(*Continued on next page*)

Accounting Problems

(Continued from preceding page)

account. It is obvious that the difference between debit and credit side, called the balance, represents the total amount due from customers at the end of the period and must equal the total of the schedule prepared from the accounts receivable ledger. In fact, this general ledger balance is the indicator for the correctness of the schedule and is therefore called the "Control Balance." The general ledger account, itself, is called "Accounts Receivable Controlling Account."

Income Tax

(Continued from page 14)

credit. On the other hand, if a child is born on the last day of the year, the parent supporting it can take the full $400 allowance.

Let us now summarize what we have observed concerning the credit for dependents. We have seen that the taxpayer is entitled to a $400 credit for each person under the age of 18 or mentally or physically incapable of self-support receiving his chief support from the taxpayer. It was also brought out that a husband cannot claim credit for supporting his wife, or vice versa, and that it is not necessary for the dependent to reside with the taxpayer; or be related to him. Furthermore, it is the situation on the last day of the year that determines the amount, if any, that a taxpayer may be entitled to as a credit for dependents, irrespective of what may have been the situation at any other time of the year.

Thus far in the series we have considered who is subject to the income tax, who must file returns, and the personal exemptions and credits allowed. We are now ready to consider the tax rates and the computation of the tax. That will form the basis of the next article.

Note—It has again been decided to defer the publication of the questions and answers on account of the size of this article. However, beginning with the next article, the questions and answers will be published.

Mutual Sunset Co.'s Showroom

(Continued from page 16)

merchandising center of the United States. The modern lamp shade is a thing of beauty, and the extraordinary sections so enticingly arranged, featuring luminators are gorgeous in color and ablaze with rosy light. Department stores, specialty and gift shops are displaying to the best advantage lamp shades in departments devoted to these popular products. Where one lamp was considered quite sufficient for one room in olden times, today it is not unusual to employ at least three or four, and even seven appropriate lamps, when hadmoniously placed, are not out of tune with interior fittings. The up-to-date lamp shade combinations of different tints, diffusing beautiful tones through its delicate transparency, has so ingratiated itself with home furnishers by its adaptable decorative feature that it has become one of the most popular holiday tokens.

Pottery News

(Continued from page 20)

The several plants of the Homer Laughlin China Co. continue to maintain very active production schedules, and the output of these several shops for the current year will be up to normal. The company has completed its arrangement to place several new shapes on the market for 1926, including an ivory body creation, the latter to be featured in one of the Newell, W. Va., plants.

Selection of patterns for the new shapes has been given close study, with the result the company will have for 1926 the most elaborate offering of dinnerware patterns and also shapes in its history. Unusual close study has been given by the Research department of this company in developing the new ivory body, the result being the creation of a body and glaze that occupies a new place in the ceramic industry, so far as it concerns the production of dinnerware.

Dresdens to Operate Two Plants

An increase in business will insure the operation of the No. 2 plant of the Dresden Pottery Co., in 1926, as their No. 1 or original plant is now working on practically a full-time basis. The sales department of this company is now under the active management of A. P. McPherson, one of the best known dinnerware salesmen in the trade, and who in former years was actively identified with the local industry before entering the jobbing business for himself in Detroit, Mich. About a dozen new patterns have been purchased for the new shape this company is offering for 1926, and which is now available for current delivery.

To Have Special Pullman

Members of the United States Potters' Association will leave East Liverpool next Monday night for New York, where on next Tuesday and Wednesday the annual meeting of the Association will be held in the Waldorf-Astoria Hotel. A special Pullman will be occupied out of Pittsburgh, Pa.

Sebring Co. Acquires French China Co.

The Sebring Manufacturing Company has been incorporated to acquire the business and properties of the French China Company, the Saxon China Company, and the Strong Manufacturing Company which makes the Sebring Company one of the largest producers of china in the country. Its principal product is porcelain dinnerware while it also makes a complete line of kitchenware.

European Fairs

(Continued from page 12)

from March 21st to 28th, 1926, and will include: General Fair, Technical Fair, Building Fair, Ideal Home Exhibition of Furniture and Pianos, Hotel Fair, Sports Goods Fair, Radio Fair, Wireless Exhibition, Book Fair and Publicity Exhibition.

Enliven Even the Dullest Dinner



Sell your customers the idea that fine dinnerware is an essential in entertaining.

Then show No. 9714, by Heinrich, on the smart Derby shape. The colors are brillant and pleasing, the ware has the inimitable Heinrich quality.

No. 9714 will be a leader on your counters and a frequent visitor in your sales books, because it is so cheery, modern and pleasing.

See for yourself.
Send for samples.

ORIGINAL PACKAGES AVAILABLE AT ONCE AS WELL AS OPEN STOCK.

H&C. SELB BAVARIA

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Sole Agents for Heinrich Dinnerware & Winterling Fancy China.

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National Quality



Dragonbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

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E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
E. E. Wilgus, 111 Summer St., Rms. 35, 36 and 37 Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio

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Bohemia, Czecho-Slovakia

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Gilt Mounted Atomizers
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"SPODE'S DRESDEN ROSE"

Illustrating one of Spode's outstanding China Dinnerware patterns, Floral groups painted in soft warm toned enamel colors in the famous Stafford Shape. One of the most beautiful models ever conceived in China. Outer edge finished in burnished gold.

Full Dinnerware stock carried in New York.

Send for samples and prices.

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U. S. Agents for W. T. Copeland & Sons, Stoke-on-Trent, England

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For Home Decoration

Sold Thruout the World

Send For our Beautiful Catalogue in Colors.

Factory and Offices

FENTON ART GLASS

FENTON ART GLASS CO.

Williamstown, W. Va.

U. S. A.

FENTON ART GLASS



Echec's Pattern on Comport



Echec's Pattern 16261 Flower Holder.

(PAT. APPL. FOR)

New Echec's Glassware— A Fine Holiday Line

IN THIS decoration we have achieved the unusual by combining both satin and brilliant finish in a bold square pattern edged with gold bands. The items illustrated are typical of the line, which is wide and includes pieces that are particularly suitable for the Holiday trade and many others that will find use in practically every room in the home.

Write for illustrations and prices on the complete line.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNA.

SALES OFFICES IN ALL LARGE CITIES

"Visit Our Permanent Exhibit at 954 Liberty Avenue when in Pittsburgh"

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE——PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

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ROY E. HENDERSON, President

Carlsbad China

Porcelain Union

Carlsbad

(Czecho-Slovakia)

Factories at

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Leaders for the American market in

Dinnerware and Fancy Goods

Best Values in

JARDINIERES



Vases, Candlesticks, Bowls and Novelties

SEE YOUR JOBBER OR WRITE US

THE BRUSH-McCOY POTTERY CO.

ZANESVILLE, OHIO

N. Y. OFFICE—COX & CO., 120 FIFTH AVE.

We make the "LINES THAT SELL."

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Christmas Rush Starts in Chicago

THIS week marked the opening of the Christmas rush season in Chicago department stores. The loop already shows signs of the annual holiday crowds. Most of the larger and many of the smaller stores a month ago began active Xmas campaigns urging early Christmas shopping. Marshall Field & Co. this week began an advertising campaign telling of its gifts from all over the world for every member of the family. The Davis Co. among its gift suggestions included junior lamp shades, made in antique finish pleated georgette, in combination of all colors coming complete with pull cords, priced at $14.95 and French mirrors of two-opening style at $1 and polychrome mirrors at $3.59. This store also offered 20 piece tea sets of colored glass at $4.95.

The Boston Store offered specials in floor lamps and shades. Junior and reading lamp stands were priced at $5.95 and bridge or reading shades at $3.79.

Ready for Shipment—



No. B1121

Go To Stetson's First
For Volume In Value

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Hemlock 1000

The Fair featured 500 bed lamps at 99c and offered vase lamps with shades at $3.95. Mandel Brothers also had specials to offer in lamps, offering junior lamps with shade at $18.50, $25 and $35 and bridge lamps at $10, $20, $15 and $27. French china 100 piece dinner sets were marked $48.50 by Mandel's and imported lustre China tea sets of 23 pieces at $6.75. Imported glass urns, colored glass luncheon sets and other items were also offered by this store.

Burley & Co. features specially selected displays of gifts arranged in price groups of $5, $10, $15 and $25. For Christmas gifts from this store include English bone china, French ornamental wares, Italian majolica, Venetian and Bohemian glass, German pottery, etc. Pitkins & Brooks retail department offers Christmas gifts of fine China dinnerware. French, Bavarian, Japanese and English semi-porcelain dinner sets that range in price from $40 to $375.00.

Wieboldt's Three Stores featured an End-the-Month-Clearance sale, this week. Five piece kitchen sets were offered at 88c and yellow earthenware was marked at special prices. Spiegel's made a special of junior floor lamps complete at $9.75.

The large furniture stores had many specials to offer in lamps and dinner sets. The L. Fish Furniture Co. priced 100 piece Imperial China dinner sets at $47.50 and 51 piece sets at $8.79. Wrought iron bridge and junior lamps were offered at $18.50 among other bargains featured by Fish. Straus & Schram featured wrought iron table lamps at $11.75. The store also featured 3 lamp specials. A bridge lamp was offered at $13.25 and two floor lamps at $12.80 and $18.75. O. W. Richardson & Co. offered floor and bridge lamps at $16.50, $17.50, $24.50 and $29.75.

L. Klein & Co. are seeking a new house furnishings buyer and manager for their crockery, glassware, hardware and household goods departments. The new manager has not yet been chosen.

Frank P. Gregg, well known to the crockery and glass trade through his thirty years' experience in this line, is now connected with the Fostoria Glass Co., Chicago office. Mr. Gregg was a manufacturer's representative during 1913-1915 and formerly connected with Borgfeld & Company.

S. W. Bergstresser and Oscar C. Helm have been nominated for territorial vice-presidents of the Pottery, Glass, and Brass Salesmen's Association of America. A vote by mail is now being taken. The annual meeting of the association will be held in the rooms of the Crockery Board of Trade of New York, on Thursday December 10th, at 10:30 A. M.

The Triplex Washing Machine Corporation, at 549 West Washington Blvd., was recently incorporated with a capital stock of $200,000, to manufacture and deal in washing machines, household devices and laundry machinery, by John F. Devine, Jr., Rudolph Basat, and Donald J. Seeley.

Walter B. Lazure, with the United States Glass Co. since 1898, with the exception of a brief period just before 1914, has been appointed manager of the Chicago office of that company to succeed, Fred T. Renshaw, who resigned recently. Mr. Lazure has had a wide experience in the glass business in many parts of the country and at one time was in the New York office of the U. S. Glass Co.

Harry Kelly and Clyde Reasner of Kelly & Reasner, manufacturers representatives, left early this week for the East to visit factories they represent in this territory.

Big Pittsburgh Exhibit Promises to Be One of Greatest in History

DESPITE the fact that the Associated Glass and Pottery Manufacturers' Exhibit at Pittsburgh will not be held until January 11, interest in this big event has been running high among the glass and pottery trade and from early indications the exhibit will be one of the greatest in the history of the Manufacturer's Association.

The Exhibit will start January 11 and continue to January 30 inclusive. Association members are using more space than ever before and virtually all the new dinnerware bodies and shapes will be displayed by members. From the glass factories also will come many new items that have not previously been seen on the market. To quote the secretary of the Association: "The offerings from the members—all of whom are manufacturers—will make up the greatest display of domestic manufacturers at one time."

While the association knows nothing of the plans of those exhibitors who are not members of the association there is no doubt that other lines, including glass and pottery, will be shown extensively. So great has the demand for space been that all available exhibit space at both the Fort Pitt and William Penn Hotels has been taken.

Manufacturers who are going to exhibit for the first

(*Continued on page 31*)

WHAT TO BUY AND WHERE TO BUY IT IN — **CHICAGO** — A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

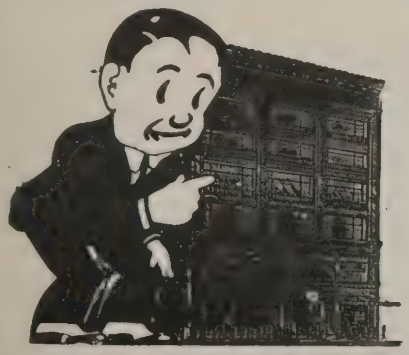
IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Burke Studios
National Glass Novelty Co.
Quaker City Cut Glass Co.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

VISIT THE SHOPS BUILDING FIRST WHEN IN CHICAGO—17 N. WABASH AVE.



H. M. MEDER CO.
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

ROSENBERG & LURIE
We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*
178 W. Jackson Blvd.
Phone Wabash 6589

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMAN WANTED FOR CHOICE TERRITORY

WE need a high class man to cover territory west of Pittsburgh on a commission basis.

We prefer one who is familiar with fine blown glassware and well acquainted with better class trade.

If you wish to change your present connections and believe you can fill the position, address us promptly; all communications will be held in strict confidence.

UTILITY GLASS WORKS, Inc.
Lonaconing, Md.

We will exhibit at Pittsburgh Show.

ASSISTANT FOR LAMP DEPARTMENT

THE Kaufmann Dept. Stores, Inc., of Pittsburgh require as assistant for their new Lamp Dept. a capable, active young man or woman with experience in handling fine and medium quality lamps. An unusual opportunity is presented. Address J. H. Harris, c/o Crockery and Glass Journal, Box No. —.

SALESMEN WANTED FOR FOREIGN AND DOMESTIC DINNERWARE

SALESMEN WANTED—With thorough knowledge of Foreign and Domestic Dinnerware. Eastern Pennsylvania, West Virginia and Southern Territories open. State previous experience and give references. Fisher Bruce and Company, Philadelphia, Penna.

SALESMAN WANTED FOR CHINA AND GLASSWARE

SALESMAN WANTED—Large New York Importers of china and glassware have an opening for a thoroughly experienced salesman acquainted with the jobbing and department store trade in the Middle West and Eastern Seaboard. We want a producer. Apply by letter so that interview may be arranged. Box 506, care of Crockery and Glass Journal.

EXPERIENCED SALESMAN IS OPEN FOR ENGAGEMENT

SITUATION WANTED—Experienced Salesman of china and glassware with wide acquaintance in the trade, thorough knowledge of the business, is open for engagement January 1st with a substantial concern; convincing references and further particulars exchanged. Box 504, care Crockery & Glass Journal.

ENAMELED WARE AND ALUMINUM SALESMEN WANTED

WANTED to sell high-grade lines direct to dealers. Good commission also full commission on repeat orders. Give experience and territory fully in first letter. Address Box 518, care Crockery and Glass Journal.

SALESMEN AND JOBBERS WANTED

THE well known Crystal Marmor Ware of High Grade Decorated Pottery and China, wishes connection with salesmen and Jobbers for 1926. H. Marmorstein Art Studio, 2523 N. Halsted St., Chicago, Ill.

New Crooksville Shape a Winner

The "Hostess" the new dinnerware shape to be offered to the trade in January by the Crooksville China Co., Crooksville, O., embodies all the essential points of a wonderful success. In the first place the shape has not been conceived as a sudden inspiration on the part of the designer, but is the result of a survey and long careful study of the best features of the best shapes in Europe and America. After a thorough comparison the Hostess shape was evolved. It is a happy combination of practicability and charm. It is correctly proportioned along symmetrical lines that are indeed delightful. And what adds still further to its attractiveness, is that the shape is carried out in the cup and saucer, coup soup and other pieces with a view to strict conformity. The concern have succeeded admirably, in this respect, the cup and saucer for instance, is a thing of exceptional beauty in itself. The tea which buyers sometimes complain of being too small, is so correctly proportioned that it is beyond criticism. Then there is the coup soup that is often criticised as being too shallow. Here again the Hostess soups are deep and yet carry out the pleasing harmony of the shape. Another feature of the shape is that it is an excellent sample of fine potting. The lightness of the ware and finish throughout fully measure up to the most fastidious requirement. To adequately describe the shape words seem futile. It is made in a paneled style with flutes extending down the lid and cover of the casserole. It has a plain edge with a quarter inch ornamental band standing out in relief in a dainty embossment which is also introduced around the knob of the cover and again at the base. The base, by the way, introduces another attractive feature of the shape. As crowning touches to the shape there is an ornamented knob done in relief effect, and delightfully shaped handles. The Hostess, which by the way, seems an ideal name for the shape, instantly suggests warmth and beauty of hospitality—the beauty that comes from the satisfaction of a guest whose eye is greeted by a well appointed table which in turn reflects the good taste and forethought of a hostess. The "Hostess" will be offered in an array of lovely decorative effects—the more or less conventional border patterns will be present, of course, while vivid color treatments and other unusual effects now so much in vogue as well as white and gold will find a prominent place in the line.

Buyers in New York

November 30, 1925

G. C. Brunson, china, glassware, house furnishings, Chamberlin, Johnson, DuBose Co., Atlanta, Ga., 60 W. 35th St. (Wm. Van Buren).

F. L. Warren house furnishings, china, Callender-McAuslan-Troup Co., Providence, R. I., 159 Madison Ave.

December 1, 1925

G. H. Guest, house furnishings, Jordan Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

Mrs. G. H. Newman, china, silverware, Miller & Rhoads Co., Richmond, Va., 432 4th Ave. (D. G. Union).

Pittsburgh Exhibit

(*Continued from page 29*)

time (all potters and members of the association) are the Colonial Co., East Liverpool; the Crescent China Co., Alliance, and the C. C. Thompson Pottery Co., East Liverpool. Members of the Association who will be at the Fort Pitt will have space on floors as follows:

First Floor.—Bryce Bros. Co.; Co-Operative Flint Glass Co.; D. C. Jenkins Glass Co.; Westmoreland Glass Co.

Fourth Floor.—Art Industries, Inc.; Taylor, Smith & Taylor Co., and Utility Glass Works.

Fifth Floor.—Federal Glass Co.; H. C. Fry Glass Co., and Macbeth-Evans Glass Co. (Western Division).

Sixth Floor.—Albright China Co.; Colonial Co., potters; Crooksville China Co.; Fenton Art Glass Co.; A. E. Hull Pottery Co.; Jeannette Glass Co.; Lippincott Glass Co.; D. E. McNicol Pottery Co. of West Virginia; Monongah Glass Co.; Illinois China Co.; Maryland Glass Co.; National Pottery Co.; L. E. Smith Glass Co.; S. A. Weller Co.; H. R. Wyllie China Co.; C. C. Thompson Pottery Co; Zane Pottery Co.

Seventh Floor.—Brush-McCoy Pottery Co.; Bartlett-Collins Glass Co.; Central Glass Works; Cambridge Glass Co.; Carrollton Pottery Co.; Diamond Glass-Ware Co.; Duncan & Miller Glass Co.; Economy Glass Co.; Indiana Glass Co.; Hocking Glass Co.; Lancaster Glass Co.; Hall China Co.; Mayer China Co.; McKee Glass Co.; Mound City Glass Co.; H. Northwood Co.; New Martinsville Glass Mfg. Co.; Paden City Glass Co.; Phoenix Glass Co.; Potomac Glass Co.; Sebring Pottery Co.; Smith-Phillips China Co.; Steubenville Pottery Co.; Vodrey Pottery Co.; West End Pottery Co.

Eighth Floor.—Canonsburg Pottery Co.; Crescent China Co.; Hazel-Atlas Glass Co.; Jeannette Shade & Novelty Co.; National China Co.; Pope-Gosser China Co.

Ninth Floor.—Consolidated Lamp & Glass Co.; Hopewell China Corp.; Summit China Co.

Eleventh Floor.—Dunbar Flint Glass Corp.

At the William Penn, the only Association member will be the Knowles, Taylor & Knowles Co., potters of East Liverpool. The United States Glass Co. will exhibit in its Pittsburgh sales room on Liberty Avenue, between the two hotels.

Other Association members who will exhibit at their regular factory sales rooms are the Homer Laughlin China Co.; the Edwin M. Knowles China Co., both at East Liverpool; the Jefferson Glass Co., at Fallansbee, W. Va., and the Pittsburgh Lamp, Brass & Glass Co., of Pittsburgh.

The Exhibit, of course, will include other exhibitors in addition to the members of the Association, but no announcement has been made as to who they will be or where their displays will be located.

Confidence

YOUR confidence in our methods and our Ceramic materials has a solid foundation of fact. For over half a century we have worked to secure and maintain your belief in the high quality of R & H Ceramic Chemicals, Minerals and Oxides.

We have established a record for maintaining a rigid standard of quality and uniformity. It is a record that Ceramic manufacturers can depend upon to aid in successfully handling your intricate and exacting processes.

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue New York

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON



Pattern D 44

"Satisfied Customers Keep Us Busy"

CROOKSVILLE CHINA CO
U. S. A.

The Crooksville China Co.
CROOKSVILLE, OHIO
Main Office and Factory

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NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons
Representative

CHICAGO OFFICE
591 Palmer House
J. E. Boring
Representative

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co.. Selb. Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



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for the
Pottery Glass China
Metal Goods and House-wares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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Vol. 101 December 10, 1925 No. 24

AS THE EDITOR SEES IT

The High Cost of Fire

It has been estimated that the fire waste of the United States is $1,044 a minute. Staggering as it may be it is not all of the story.

At the last meeting of the National Fire Waste Council, which is cooperating with the Chamber of Commerce of the United States to cut down the fire toll, Ira H. Woolson, New York engineer, made the following estimate:

"The best census figures available indicate a total urban population in the United States for cities having a population in excess of 8,000 as approximately 50,000,000. Assessing the average cost per capita of $2.70, as calculated in 23 cities, upon this population would indicate a cost for fire department service of $135,000,000, or a total annual fire loss to the country of $670,000,000, exclusive of water supply. Such figures are staggering and they are believed to be conservative. The end is not reached. How long can we stand such terrific waste? The burden is needlessly heavy, because much of it can be eliminated by judicious legislation."

Upon this basis of calculation the cost of fire would be approximately $1,275 a minute.

The reason for this condition Mr. Woolson attributes largely to our habits of frail combustible construction. "Coupled with this," he concludes, "is our excessive carelessness and wastefulness. These two national characteristics have reciprocal relations, each stimulating the other and both creative of fire hazard."

Statistics and Trade

The United States Supreme Court having by its recent decisions removed much of the uncertainty regarding the legality of the collection of statistics by trade associations, business is considering what statistics it should collect.

According to various indications American business men are less interested in more statistics than in the simplification of statistics already available. In other words, most of the statistics have been made for statisticians. They might be very good as statistics go, but they are of doubtful value to business.

The Department of Manufacture of the Chamber of Commerce of the United States, cooperating with manufacturers in various trades, is making survey for the purpose of ascertaining what statistics are of the greatest practical value not only to the manufacturer, but to the wholesaler, the retailer and the consumer. The object is the gathering of better, not more, statistics.

As a starting point it is proposed that the various trades collect figures on production, sales, stocks on hand and other fundamental factors which will indicate whether business is speeding up or slowing down and which will disclose whether supply is keeping up with or outrunning demand.

More than 5,000,000,000 bottles or glasses of soft drinks are consumed annualy in the United States, according to figures made public by the Bureau of Chemistry.

Stage Set for Distribution Conference

Session Will Take Place in Washington Dec. 15 and 16 and Will Be of Vast Interest to Manufacturers and Retailers As Well

SIGNIFICANT changes in the field of distribution—the integration of marketing, cooperative marketing, chain store development and installment buying—are disclosed in the report of the Committee on Methods of Distribution which will be submitted to the National Distribution Conference at its general meeting in Washington next week.

After an extensive survey of the various channels through which goods are transferred from producer to consumer the committee finds that there are no short cuts by which the costs of marketing may be materially reduced. The middleman (the wholesaler) who is often blamed for taking too large a proportion of the consumer's dollar, is performing, it concludes, a necessary function, which is performed by some other agency even if he is eliminated, so that the *expense* of wholesaling remains.

The survey undertaken with the idea of focussing attention upon wasteful practices in marketing, was made by a representative group of business men under the chairmanship of L. D. H. Weld, manager of the Commercial Research Department of Swift & Company, Chicago. It includes in its membership wholesalers, retailers, manufacturers and representatives of chain stores, mail order, house-to-house selling and cooperative organizations.

"Channels of distribution," the committee says in its report, made public today, "have developed as they exist now because in general they furnish the most economical and expeditious method of getting goods from producers into the hands of the consumers. Market channels and methods are not cut and dried and methods have been and are being improved through the competitive attempts on the part of manufacturers and distributors. These channels cross, merge and separate again into diverse ways, in different industries, to meet the particular needs as they are being discovered. It is not practicable or desirable that there shall be any distinct aggregation of distributive functions along uniform or precise lines. It *is* desirable, however, that the functions shall be simplified where possible and adapted to changing conditions, for these conditions are the outgrowths of fundamental economic changes."

"Weaknesses exist in marketing organizations just as they exist in factory organizations and management and changes and improvements are coming gradually as the weaknesses are sought and identified, one by one through the force of competition."

"Location of retail outlets is directly responsible for much waste through the starting up of businesses in locations which do not warrant the location of an additional store. Some chain store companies are seeking to reduce the locating of stores to a science and some jobbers and trade associations are aiding in the work; others, encourage the starting of stores irrespective of their chances of success."

"The middleman system of marketing," the report continues, "has developed for the simple reason that middlemen are able to perform the marketing functions in the most economical and effective manner. Middlemen achieve economies in two principal ways: they acquire skill in performing marketing functions through specialization and achieve economies by combining products made by different producers or manufacturers."

"The term, elimination of middlemen, is slightly misleading, because when one so-called middleman is eliminated, the producer, or someone else, has to undertake the functions previously performed by the eliminated middleman."

The committee finds that there is a trend in the direction of integration of marketing, the bringing of the several processes of distribution under single ownership, although it is not so marked as is commonly supposed.

Manufacturers themselves assume the functions of "Manufacturers' agents" and of jobbers by selling directly to retailers and sometimes to consumers. Retail organizations, especially chain store companies and department stores, are reaching back and performing wholesale and sometimes manufacturing functions. Wholesalers are reaching out in both directions, undertaking manufacturing functions and sometimes organizing or becaming interested in chain stores.

This change is ascribed principally to the increasing size of manufacturing companies, the increasing size of retail units, the increase in the private brands of jobbers and the increase in national advertising.

Chain stores are characterized as one of the most important developments taking place in the field of marketing. "They are an important influence," the committee concludes, "in reducing marketing costs and in changing methods of distribution."

"In some trades," the report continues, "and in some sections of the country, the chain store movement has probably nearly reached the point of saturation. Well-managed unit stores, handling a carefully selected line of products, and giving service, are always going to hold a large proportion of the total business. There is still a great opportunity for the growth of chain stores, however, in the Middle West and West and in country towns."

Installment selling is one of the latter-day developments in marketing at which the committee points a warning finger.

W. C. George New Potters' President

Head of W. S. George Pottery Co. Receives Honor at 47th Annual Meeting of U. S. Potters' Association at Waldorf-Astoria



W. C. George, elected president of the United States Potters' Association for the next fiscal year, is one of the younger generation of pottery manufacturers. He succeeded to the presidency of the W. S. George Pottery Co., of East Palestine, O., upon the death of W. S. George, but he has been identified with this growing institution for years. Mr. George is one of those young men who has made a close study of pottery manufacturing from the "ground up."

WHILE production of dinnerware in American potteries during the last year is admitted lower than during the years following the close of the late war, it is the opinion of manufacturers attending the annual meeting of the United States Potters' Association at the Waldorf-Astoria this week, that the volume shipped during 1925 would no doubt equal that of the pre-war years.

During the war, manufacturers increased capacity, either by the erection of new plants or kilns and these additions gave manufacturers a far greater possible output in 1925 than ever before.

Although an unhealthy business situation prevailed in the domestic pottery industry during the last twelve months, so far as volume production is concerned, it is a matter of history that not only have American producers suffered loss of trade, but foreign manufacturers have also complained about low demand.

During an open discussion concerning the trade situation, the fact was brought out that many factors had to be considered before the truth about the situation in the domestic pottery industry could be brought out. It has been related that during 1924 distributors bought heavily of foreign ceramics, and that these stocks failed to move as rapidly as anticipated. Also American retail distributors of imported dinnerware have declared that the movement of these stocks was low, and that the sale of domestic dinnerware was also below normal. This situation has been reflected at the factories, and is the reason why the domestic production has not been up to the standard of former years.

Officers for 1926

President, W. C. George, of the W. S. George Pottery Co., East Palestine, O.

First vice-president, William Burgess, Trenton, N. J.

Second vice-president, Thomas B. Anderson, of the Pope-Gosser China Co., Coshocton, O.

Third vice-president, Joseph M. Wells, of the Homer Laughlin China Co., Newell, W. Va.

Secretary-treasurer, Charles F. Goodwin, East Liverpool, O.

But out of the depression cloud there is appearing the ray of brightness that gives indication of a much heavier demand for domestic dinnerware during 1926 than has been heretofore experienced. And the manufacturers have taken the initiative to bring about this situation.

This initiative has been the creation of new shapes. There will be twenty-seven new shapes offered the trade for 1926 delivery, and this proves that there has been a decided departure from the beaten path. Never in the history of the domestic pottery industry have so many new dinner shapes been offered the trade at this season of the year.

And this means for better business during 1926.

The initiative of the manufacturers as a whole was the subject of considerable discussion during the first session of the Association, and was referred to pointedly by several committee chairmen in their annual reports. The bright spot in the open discussions of these reports had to do with this marked activity on the part of American manufacturers to give the buying public that something new.

While labor costs in the American pottery industry continue at high levels, it was brought out by W. E. Wells, as chairman of the Labor Committee of the Association that while employees were more interested in holding their jobs during the last year than in seeking wages increases," also, "some manufacturers held there should be discussions relative to a lowering of existing wage schedules because of the condition of the market." However, a report of the Department of Labor upon its investigation of labor costs in the American pottery industry is to be issued soon, it is held by some that this study will show that quite a

(*Continued on next page*)

W. C. George New President

(*Continued from preceding page*)

variation in labor costs exists throughout the domestic pottery industry.

A salient point about the general condition of the situation in the domestic pottery industry was brought to the surface when it was announced that while importations of foreign ceramics showed "high" in dollars, yet the "bulk" had to be taken into consideration when making a study of this phase of the business. There is less bulk of importations this year, Federal statistics disclose, although the record in dollars and cents in Federal values is high. Because of these facts, it is clearly indicated that the depression in the American pottery industry does not stand out alone, but that foreign manufacturers, are also suffering through the same cause.

However, it is declared that the American producer of dinnerware is in far better shape than is the foreign producer.

The opening session of the Association did not begin until 1:30 o'clock last Tuesday afternoon, the morning hours being devoted to registrations. In opening the annual meeting, President Frederick B. Lawrence said:

President F. B. Lawrence's Opening Address

Just a year ago we were assembled here to celebrate the passing of the golden mile-stone in our history as an Association. It was a gala occasion, appropriately celebrated, and a review of the fifty-year period then just ending, a comparison of the old with the new, manifested so much of progress in the art and design of our wares, so much of improvement in the quality of our productions, such strides in improved methods of manufacture, so great an increase in productive capacity that it was with padonable pride we considered our achievements, it was with commendable satisfaction we viewed the growth and apparently secure position of our industry, and with enthusiastic assurance and hope we faced the future.

It was indeed a far cry from the pioneer potter of fifty years ago, with his antiquated equipment and methods, to the modern potter, with his up-to-date equipment and methods, his modern plant, his tunnel kilns, his advanced ideas in art and design.

We had reason then, as we have now in the light of more than fifty years of experience, to view the future with assurance and to feel that notwithstanding the problems to be met and solved from year to year, and they are many, we are entering upon the last half of the first century of our existence as an Association under auspicious and encouraging circumstances.

But what has been the status of business in our industry for the year about to close? Surely it has been such as to give us pause and to dissipate any false assurance we may have harbored that the way would be easy.

Conditions, which a year ago were looked upon as none too favorable, have become progressively worse. Plants, which then were only comfortably supplied with orders, are now operating at little more than 60 per cent of capacity.

Labor, formerly well employed, during the past year has been but poorly employed. In short, we have passed through a twelve months' period which has been conspicuous for its lack of business, its keen competition and its generally unsatisfactory results.

What has brought about this change in the affairs of our industry, which two years ago was fully employed?

We read in business reviews, and we know from observation that it is true, that during the past year general business has shown an expanding tendency; that the level of activities is particularly high in the automobile and building industries; that car loadings during the year have been making new records almost monthly; that department and chain stores sales have shown a greatly increased volume; that the steel industry in general is experiencing an increase in activity from month to month; that crops in a general way have been very good; that financial conditions throughout the country are in a safe and sound condition, and that business failures have been fewer this year than during the pr ceding year.

Yet, in the face of such conditions, which in themselves shou spell increasing activity for our industry, as they have in ma other lines, we find quite the reverse to be true.

What is the answer? Why this depression in the pottery ind try when general business is thriving?

Is there over-production? Has productive capacity over-reach demand? Is the public buying fewer dishes?

To the casual observer the situation might indicate there over-production; but the fact is, as is well known to all who here present, that two years ago and for several years pr thereto, the domestic manufacturers of pottery were kept comfo ably busy to supply the needs of our people and that the dema was then such as to warrant and encourage increased producti capacity.

The public is *not* buying fewer dishes. There has been pra tically the same normal increase in volume of pottery consumed a result of gradually increasing population that has been expe enced in other lines of industry.

One does not need to search very deeply for the cause of t depression.

Foreign competition is the answer and it is a problem in o industry as old as the industry itself and one which we m expect always to have to deal with, except, of course, under su conditions as existed during the war, which served to elimin it and proved a better tariff wall to the industries of this coun than any tariff law that has ever been devised.

But our foreign competitor, eliminated as he was because he w so engrossed in the business of war and its aftermath, has grad ally gotten his house in order and has become a keen and seric contender for our markets and how well he has succeeded is b answered by the present depressed state of the home industry.

Gradually he has made himself felt, until importations have increased that during the year about to close the average import tions, *on the basis of foreign values*, has been around $1,500,0 per month of approximately $18,000,000 for the year. And considering these figures one must not lose sight of the fact th $18,000,000 *foreign values*, when ocean and rail freights, overhe and profit are added and the goods marketed here, replaces d mestic goods to the value of close to two and one-half times t foreign value.

The present tariff law, designed to protect American indust by equalizing the difference between the cost of manufacture goods at home and abroad, does not in actual practice afford c industry such protection. The proof of this is in the increasi importations of pottery and the correspondingly increasing *depr sion* in the home industry.

Next to foreign competition and, of course, because of it, t tariff is another problem which is as old as the industry itself, a I believe I may safely say there has never been a tariff law, matter what the rates nor how stringent the provisions coveri the levying and collecting of duties, that has not been practica impossible to administer with facility and justice to the industr it was designed to protect.

"American Valuation" offers a possible solution of the probl of administering a tariff law equitably and with despatch a while our Association has stood firmly behind this plan, but wit out much success, there are evidences of the fact that other lin of industry, feeling the weight of foreign competition as we a are disposed to join in with us in the effort to have this plan wr ten into a tariff law.

We are advised that already those who are opposed to the prese tariff law, having foreign interests, that would perhaps be ben fited by a downward revision of the tariff, are laying plans to ha the Congress now in session open the tariff issue.

Certainly the present depressed state of the pottery industry do not suggest that the schedule on pottery is too high or that downward revision of rates of duty would help anyone but o foreign competitior, who, judging from increasing importatio needs no such incentive.

Mr. Burgess First Vice-president of our Association, who, you know, has until recently been a member of the Tariff Co mission, is again associated with us and he will report to you detail on tariff matters as they affect our industry.

Let us not, however, place all our dependence in tariff law Experience has proven they are more or less a snare and delusi and seldom, if ever, fulfill their mission in according a full mea ure of protection to American industry; but while we are fighti our tariff battles let us also look to other and more enduri methods to supplant the foreigner and secure for ourselves t home market.

Better quality in our products is one means to this end. T Bureau of Standards has made exhaustive tests as to crazing a durability, not only of American made pottery but of forei wares as well, and the record of these tests is such that we m

(*Continued on page 24*)



Banquet at Waldorf-Astoria which Brought to a Close the Forty-Seventh Annual Meet of the United States Potters' Association

The Palm Goes to Charles Goodwin

Members of the United States Potters' Association will remember with affection how the late "Col." Jacques (as he was called) and how he used to give his famous dance, the pas de quatre at all the Association dinners. Although the absence of his genial smiling presence leaves a gap, it has now at last been ably filled by the redoubtable Charles Goodwin, secretary-treasurer of the Association.

Charlie's terpricorem performance has thoroughly demonstrated his ability as an artist and the crown of palms, formerly decorating an editorial brow, is hereby graciously bestowed upon his worthy head.

The present staff of the Crockery and Glass Journal does not contain one worthy to hold the candle to Charlie for sprightly nimbleness.

Banquet at Waldorf-Astoria Closes 1925 Meet of U. S. Potters' Association

MORE than one hundred members of the United States Potters' Association and their friends assembled at the fifty-first anniversary banquet of hat body at the Waldorf-Astoria, Wednesday night, and roved again that time-worn adage: "that men are but oys grown-up."

Joseph M. Wells, of East Liverpool, O., served as toastmaster, though speech-making on a large scale was tabooed n favor of the clever conducting of Secretary Charles Goodwin, a clever violinist and dancer and a witty monologist.

The banquet marked the close of the forty-seventh annual two-day meeting of the association.

The ascendency of Joseph M. Wells to the toastmaster's hrone came as somewhat of a surprise as this honor has previously been taken care of in no mean fashion by W. E. Wells, the silver-tongued orator of the Homer Laughlin China Co., and father of the new toastmaster. Young Wells was gracefully presented by the newly elected President of the Association, W. C. George, as "the golf champion of Ohio," whereupon the junior Wells drove off with several well-timed broadsides at his illustrious father and in a humorous little talk succeeded in taking his Dad for a ride on the steed of derision. W. E. Wells of the silver voice took these remarks good naturedly, but woe be unto the son when the father regains the toastmaster's pinnacle.

Seated at the speaker's table were: William Burgess, T. B. Anderson, W. C. George, Joseph M. Wells, F. B. Lawrence and G. B. Mitchell.

Among those present were: Langley Hawthorn, Walter Browning, Mr. Kasper, Henry S. Conn, A. J. Strikow, E. W. Hammond, D. King Irwin, Edward Unger, John L. Pasmantier, David Pasmantier, Max Pasmantier, Paul Schneeloch, S. H. Slobodkin, F. W. Dalrymdle, Irwin Ziehler, O. F. Ziehler, S. J. Courtney, C. Nick Muessig, Joseph Schwartz, Joseph F. O'Gorman and Howard R. Handy, of the Pottery, Glass and Brass Salesmen, F. Calvin Demarest, Ernest H. Bennett, M. K. Zimerman, Norton B. Jackson and Frederick S. Oliver of the Crockery & Glass Journal.

Vitrified Manufacturers Meet

The annual meeting of the American Vitrified Manufacturers' Association was held in the Waldorf-Astoria, Tuesday afternoon. Routine business only was considered, after which officers were elected as follows:

President, Walter B. Kerr, Iriquois China Co., Syracuse, N. Y.

Vice-president, L. H. Bown, Buffalo Pottery Co., Buffalo, N. Y.

Secretary-treasurer, C. P. Metzner, Carr China Co.,

(*Continued on page 24*)

Income Tax Department

Conducted for The Crockery and Glass Journal
By M. L. Seidman
Seidman & Seidman, Certified Public Accountants

This is the fifth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

THE subject that we will take up in this article is the tax rates and the computation of the tax. Before going into it, however, it may be best to indicate at the outset that there is considerable uncertainty surrounding the question in the light of the fact that the tax rates to be applied to 1925 returns may be drastically changed as compared with those contained in the present law. Just what these changes will be cannot of course be said at this time. What we must necessarily discuss, therefore, are the rates prescribed in the law as it now stands.

What is really more important than the rates themselves for our purposes, is the specific manner of applying the rates to compute the tax. That still remains unaffected whether or not a new law is passed, and hence logically comes up for attention at this point in the series.

The Normal Tax

Generally speaking, the tax paid by an individual is made up of two factors, one called the normal tax and the other the surtax. The normal tax is imposed on the net income after deducting exemptions, and the rates of 2 per cent on the first $4,000, 4 per cent on the next $4,000, and 6 per cent on the balance.

To illustrate, suppose a married man with no dependents has a net income of $15,000. His exemption is therefore $2,500. We just mentioned that the normal tax is based on the income after deducting the exemption, so that in this particular case the net income subject to the normal tax would be $15,000 less $2,500, or $12,500. The first $4,000 of this $12,500 would be subject to a tax of 2 per cent or $80. The next $4,000 would be subject to a tax of 4 per cent or $160. This would absorb $8,000 of the $12,500. The balance of $4,500 would be subject to a tax of 6 per cent, or $270, making the normal tax the total of $80, $160, and $270, or $510.

That is all there is to the computation of the normal tax. It is a perfectly simple matter, popular opinion to the contrary notwithstanding. Just keep in mind that the first $4,000 of net income in excess of exemptions is taxable at 2 per cent, the next $4,000 at 4 per cent, and the balance at 6 per cent, and you have the whole answer.

The Surtax

The surtax is a bit more involved, than the normal tax, but no less easy to comprehend. The surtax is imposed only on net incomes is excess of $10,000. The individua who has a net income below that amount has no surta to pay. He need pay only a normal tax. On the othe hand, whereas for normal tax purposes the rates wer applied on the net income after exemptions, the surta is based on the net income before the exemptions. In th case supposed, we saw that the normal tax was compute on $12,500. The surtax would be computed on $15,00 although, as already mentioned, $10,000 would be ex empt from surtax.

The surtax rates are graduated somewhat in the sam fashion as the normal tax. However, there are man more surtax graduations, and on larger incomes the rate become steeper than in the case of the normal tax. Th surtax rate on the amount of income between $10,000 an $14,000 is 1 per cent. On the income between $14,00 and $16,000 the surtax rate is 2 per cent, and on the in come between $16,000 and $18,000, the surtax rate is per cent. The rates then advance more or less consistentl 1 per cent for each additional $2,000 of income, unt $100,000 of income is reached, although in some cases th advance is 1 per cent for every $4,000 of additional in come. The income between $96,000 and $100,000 is sub ject to a 36 per cent surtax. The income between $100, 000 and $200,000 is subject to a 37 per cent surtax. Fron $200,000 to $300,000 the income is surtaxable at 38 pe cent. From $300,000 to $500,000 there is a 39 per cen rate, and the amount of income in excess of $500,000 i subject to tax at 40 per cent, which is the maximum rate

Let us work an example involving the surtax. Tak the very case of the individual who had an income o $15,000. His surtax would be computed as follows: Th first $10,000 is exempt from surtax. On the incom between $10,000 and $14,000, or $4,000, the surtax rat is 1 per cent, or $40. On the income between $14,000 an $16,000, the surtax rate is 2 per cent. This taxpayer ha $1,000 of income between $14,000 and $16,000, since hi total income was $15,000. The tax on that $1,000 incom would be $20, making the total surtax $60. The norma tax, having been found to be $510, his total normal an surtax would be $570.

If the individual's net income were larger, the situa

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BOSTON NEWS NOTES

By

ROBERT H. ALLEN, REPRESENTATIVE

WM. G. McCARTHY,
110 TREMONT ST.,
BOSTON, MASS.
ROOM 325

VICTOR BRISBOIS, of the Victor Brisbois Cut Glass Co., Brooklyn, was in Boston last week calling on his New England representative, George L. Granville.

"The Little Store Around the Corner," is the name of the new novelty and gift shop that has been opened in the Central Hotel Building, Westfield, Mass., by the Woman's Club of that town.

Work is well along on the eight-story garage which is being built for the Jordan-Marsh Company, as a parking space for its customers. The building will have a frontage of 190 feet, on Beach St., and a depth of 109 feet. Each floor will contain about 18,000 square feet. The garage will have accommodations for 450 cars on the eight floors and basement, and for fifty cars on the roof.

The Thrift Service, Inc., of Boston, reports business as being exceptionally good at the close of their first season. Leon Slobodkin, who is in charge of this work, states that they have twenty salesmen covering Massachusetts and Connecticut. They are pioneers in the house-to-house canvass method of china.

Harry V. Anderson, Boston, manufacturers' representative, has recently returned from a business trip through Connecticut.

John Mahoney, of the R. A. McWhirr Co., Fall River, was in Boston last week, placing last minute Holiday orders for his concern.

F. J. Carroll, formerly of Burrows-Sanborn Co., Lynn, Mass., and more recently identified with the New Bedford Dry Goods Company, has severed connections with this concern.

C. E. Leach, of the Jones, McDuffee & Stratton Corp., was away from his desk last week, due to the death of his mother.

Harry S. Clarke, of the B. Tomby Co., New York, was in Boston last week. D. William Scammell, of the Scammell China Co., Trenton, N. J., was another visitor here during the week.

William Taylor, of the D. M. Read Co., Bridgeport, Conn., was in Boston last week making purchases for his firm.

Grocery Finds It Can Sell Toys

TOYS can be added to the stock of the grocery store at Christmas with excellent results from the cash register is the contention of Harry Butler, proprietor of Madison Park Grocery.

When the thought came to Mr. Butler that there were probably a number of mothers among his customers who would appreciate the opportunity to buy toys in the home neighborhood, rather than tackle the crowds of the large metropolitan stores, he decided to give the toys a chance.

By way of experiment he purchased five express wagons and an assortment of wheel toys, dolls and games, getting quality merchandise in every case, as his clientele were of the substantial class who could afford to pay good prices and who wanted the better class of merchandise.

Mr. Butler states he was "more than surprised with results, as he found he had not ordered half enough. The wagons were sold inside of a week, and the rest of the toys were cleaned out before the season ended. As it was too late to order any more, I determined to double my investment in toys the next season, which I did, with the same success, and, better still, I found it increased trade in the grocery articles."

A long table extending down the center aisle of the store was used by Mr. Butler to display the smaller toys, some of which were attached to a framework built up over the table. Under the table the express wagons, wheelbarrows, scooters, doll carriages and other large toys were placed.

The only advertising required was a single six-inch advertisement when the toys were first introduced, which said:

TOYS
Hang Your Tree With Toys and
Dolls From
MADISON PARK GROCERY

The advertisement itemized some of the toys carried, with the prices on same, and at the end of the season another small piece of copy announced a sale of what remained of the toy stock—some damaged toys, slow sellers, etc. These Mr. Butler preferred to clean out at a reduced price rather than carry anything over to the next season.

Butler states that the toy trade does not interfere with the grocery trade. "The buying for the most part is done by the mothers," he says, "who come in during the day when the men folks are at business and the children in school."

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers of Lamps, Shades and Their Accessories

By Beatrice Miller Wisner

Faithful Czecho Art Decorations

THE beauty of Czechoslovakian art has been preserved through many ages, and a part of the peasant's life is united with the colorful and unique embroideries originating from their deft fingers. The beautiful motifs, now employed on pottery were first conceived by these peasants who worked years before a piece of embroidery was enough perfected to be a part of the family history. The Czecho Peasant Art Co., Inc., 10 West 19th St., New York, is offering some extraordinary Czecho Slovakian importations from the hand of skilled artists, who are constantly producing the fanciful and artistic designs found on many objects displayed in the unique showrooms of the above firm. Lamps herewith pictured, are fascinating examples of the Peasant Art Company's wares, and



together with numerous other desirable objects are enticing elements of truthful decoration. The daisy, apple, bleeding heart, tulip and other symbolic designs, thought out by the peasants many years ago, are lovely tributes from the hands of these natives, who worked with such persistency to complete these marvelous creations, which are today a part of the beauty of Czecho pottery. The Czecho Peasant Art Co., Inc., is showing many choice gifts, bowls, candle-sticks, lamps and shades, tea service, novelty pieces, and many other extraordinary hand painted items from the craftsmen of Czecho Slovakia.

Metal Lamps Beauty Revealed in History

The beauty of metal lamps is revealed is many historic reproductions featuring some of the most artistic motifs of Spanish and Roman Rennaissance. The efforts of artisans in creating beautiful scroll work and other designs embracing old time finishes in bronze and silver effects, has brought to the metal lamp a dignified a regal appearance. Colonial designs have also added mu to the metal lamp's popularity showing old colony repli on parchment shades, which gives to this particular ty of lamp a real historic element, bringing Mayflower da back to modern times. Some of the new metal lam show beautiful color work and decorations in leaf a applied designs which enhances the elegance of the lamps. Substantiability and fine construction characteriz the modern metal lamp which has a strong appeal for co ing seasons.

Unique Hand Painted Parchment Shades

Truthful conception in artistic designs together wi brilliant coloring and black effects characterize the fi hand painted parchme shades and art novelt offered by the Ros Studios, 10 West 28 St., N. Y. The sple did achievement in the hand decorated shad and attractive art o jects, is due to the ski ful rendition of col



blending, and also the bold treatment of figures, bir flowers, scenes on black backgrounds so strikingly eff tive. Fine reproductions of old Colonial applied ma are also among the fine numbers which are on view the above studios. Mr. Binco di Santa-Anna, an art of high attainments, is responsible for the original han painted designs and excellent color scheme which a the compelling features of the novel decorated ite shown. New designs are constantly being produced, g ing a varied assortment of decorations desirable for s sonable gifts and all-year specialties.

Beautiful Bed Lights In Many Designs

The dainty loveliness of the bed light has a strong app for the modern boudoir. The Apt Novelty Co., Inc., East 22nd St., New York, specialize in these delight little acquisitions to the bed chamber and are offering so beautiful combinations in popular colors of chiffonk s and unique effects of superior workmanship. The fi are also manufacturers of lamp shades in the latest d signs and novelty trimmings. Fascinating models a constantly being developed by practiced hands under t direction of those skilled in lamp shade making. The are many styles from which to select, well displayed at t company's showrooms above mentioned.

MERCER HOTEL WARE

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TRENTON NEW JERSEY

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for
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The Smith-Phillips China Co.

EAST LIVERPOOL OHIO
J. W. Mackey, *Sales Manager*

Eastern Representatives
PHILLIPS, THISTLE & SMITH, INC.
1107 BROADWAY, NEW YORK



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Sale of Kaufmann & Baer Co. to Gimbel Brothers, Inc., A Big Surprise

BY the sale of the Kaufmann & Baer Co. department store to the Gimbel Brothers, Inc., of New York, the business district was not only given its surprise of the year, but the deal is said to have been the largest negotiated in the Pittsburgh district among mercantile institutions in almost a decade. By his deal the Gimbel Brothers, Inc., now operate six of the largest and most popular department stores in the United States, and by taking over the Pittsburgh store, the latter has benefited materially for the reason it will receive the benefit of all present buying connections now a part of the Gimbel organization.

Holiday Merchandise in Full Swing

Holiday merchandise is now being displayed in the china and glass department of all Pittsburgh Department stores, and as a result there is considerable advance in Christmas buying. Dinnerware is in favorable movement, while the decorated lines of novelty glassware and also blown and stemware is in excellent request. Large stocks have been received in anticipation of the heaviest holiday business these departments have experienced in years.

Open stock glassware is in good movement, in fact it is declared by the department managers that this class of goods is having a better sale this season than heretofore. Seven piece sets are proving to be popular with some retail buyers.

Floor and bridge lamps and portables are also selling well, and all departments are showing a wide variety of items.

Department Store Plans Addition

Glass salesmen traveling the Eastern Ohio territory report that the Strouss-Hirshberg Co., operating the largest department store in Youngstown, O., plan an extension to their present building at a cost of $1,500,000. Construction of the new building will begin next spring and will be ready for opening during the fall of '26. The addition will permit the company to enlarge its china and glass and housefurnishing departments.

Central Glass Works 62 Years Old

Delving into old records in the glass industry, it is revealed that the Central Glass Works, Wheeling, W. Va., began operations in July, 1863, and that the business will therefore be 62 years "of age" July next. The original company was known as the Wheeling Glass Co., but in 1896 the name was changed to that of the Central Glass Works. In addition to doing an active domestic business, the company is now and has been for some years extensively engaged in the export trade.

Glass Plant Damaged $100,000

Fire caused the loss of the plant and caused damage estimated at over $100,000 to the Technical Glass Works of Los Angeles, Calif., according to reports received in this district by glass factory equipment interests. The company has been featuring the production of glass knobs for all purposes, but at the same time it has been manufacturing novelties and specialties, it being the only factory of the character on the Pacific Coast.

Investigate Lippincott Fire

State officials who have been investigating the fire that caused a heavy loss at the plant of the Lippincott Glass Co., Alexandria, Ind., are of the opinion that it was of incendiary origin. The company sustained a loss of approximately $25,000 it is said to its warehouse and stock contained therein. It will be no surprise to learn of arrests being made ere long in this connection.

Western G. & P. A. After New Members

An active campaign for new members is now being made by the Western Glass & Pottery Association, the annual meeting of which will be held at the Ft. Pitt Hotel here early in January. Two groups have been formed from among the members for this campaign, one being headed by W. C. Lynch of the Taylor, Smith & Taylor Co., Chester, W. Va., and the second group is headed by E. J. Holland of the Consolidated Lamp & Glass Co., of Coraopolis, Pa. A report of the campaign will be presented at the annual banquet of the Association which will be held the evening of Jan. 19 in connection with the annual dinner of the Association in the dining room of the Kaufmann Department Store.

Economy Glass Co. to Feature Line

The Economy Glass Co., Morgantown, W. Va., will make a special feature of its line of crackled glassware for hotel and restaurant purposes at its exhibit at the Ft. Pitt Hotel in January. This line of ware has been very popular with the trade during the last year, and of late a number of additional items have been added. A number of new lines of blown and stemware will also be shown by the Economy in January.

Registration List of United States Potters' Association

Harry Bailey, Bedford, O., Bailey Walker China Co.; C. F. Goodwin, East Liverpool, O., Goodwin Supply Co.; A. M. Walker, Akron, O., Bailey Walker China Co.; Wm. H. Taylor, Pittsburgh, Pa., National Lead & Oil Co.; O. C. Sawer, Pittsburgh, Pa., National Lead & Oil Co.; B. E. Salisbury, Syracuse, N. Y., Onondado Pottery Co.; W. M. Van Horne, Dayton, O., W. M. Van Horne Co.; V. B. Case, Easton, Pa., Paper Makers Importing Co.; J. B. Maddock, Trenton, N. J., Paper Makers Importing Co.; George Bryan, Liverpool, O., Paper Makers Importing Co.; W. E. Brown, East Liverpool, O., East Liverpool Potteries Co.; Charles Bowman, Liverpool, O., Smith Phillips China Co.

James Brian, Trenton, N. J., Anchor Pottery Co.; J. S. George, E. Palestine, A. S. George Potter; W. C. George, E. Palestine, A. S. George Potter; R. N. Logan, E. Palestine, A. S. George Potter; C. N. Muessig, New York, Drakenfield & Co.; Ray Y. Cliff, Sebring, O., Sebring Mfg., Inc.; H. R. Handy, New York, O'Gorman Pub. Co.; R. E. Henderson, Carrollton, O., Carrollton Pottery; Joseph Mayer, Beaver Falls, Pa, Mayer China Co.; Arthur E. Mayer, Beaver Falls, Pa., Mayer China Co.; W. C. George, Canonsburg, Pa., Canonsburg Pottery Co.

N. C. Smith, Brunswick, Maine, Maine Feldspar Co.; F. G. Lord, Lewistown, Pa., Pa. Glass Sand Co.; Murt Franzheim, William, W. Va., Maine Feldspar Co.; M. Salon, Trenton, N. J., Mercer Pottery Co.; J. Gillies, Trenton, N. J., Mercer Pottery Co.; M. A. Gesnar, New York, Hamil Gillespie Co.; George H. Ellischer, Trenton, N. J., International Pottery; Wm. Burgess, Trenton, N. J., International Pottery; L. A. Kane, Chicago, Ill., U. S. Gymnsium Co.; Sol. Ostrow, Hopewell, Va., Hopewell China Co.

C. C. Ashbaugh, E. Liverpool, O., W. E. Potter Co.; Chas. Donley, Pittsburgh, Pa., U. S. Potters Association; F. B. Lawrence, Newell, Homer Laughlin China Co.; Charles B. McCloskey, Pittsburgh, Pa., Boessler & Hasslacher Chem. Co.; Melville Meyer, New York, Moore & Munger; W. H. Nichols, Pittsburgh, Pa., China, Glass & Lamps; Emes H. Bennett, New York, Crockery & Glass Journal; H. D. Wintringer, Stubenville, O., Stubenville Pottery Co.; W. H. Robinson, E. Liverpool, O., Colonial Co.; E. R. Crooks, Crooksville, O., Crooksville China Co.; S. H. Slobadkin, E. Palestine, O., W. S. George Pottery Co.; M. K. Zimerman, Lisbon, O., Crockery & Glass Journal.

Thomas B. Anderson, Coshocton, O., Pope-Gosser China Co.; J. P. Judge, Jr., Seleneville, National China Co.; George C. Thompson, East Liverpool, O., C. C. Thompson Pottery Co.; G. C. Mitchell, Coshocton, O., Pope-Gosser China Co.; G. F. Brandt, Erwin, Tenn., Southern Pottery Co., Owen China Co.; C. W. Foreman, Canton, O., Southern Pottery, Inc.; George A. Bauer, Baltimore, Md., Edwin Bennett Pottery; J. B. MacDonald, E. Liverpool, O., Knowles, Taylor & Knowles; G. F. Hankins, Lexington, N. C., Southern Potteries Co.; A. J. Stirkow, New York; J. A. Quigley, New York, John W. Hegman Co.; R. L. E. Chambers, East Liverpool, O., Rudolf Goertner; Luke Knowles, Chester, W. Va., J. W. Hegman Co.

Fred Sutterlin, Trenton, N. J., Scammel & Co.; H. S. Landell, Philadelphia, Pa., Proctor & Schwartz; L. H. Bown, Buffalo, N. Y., Buffalo Pottery; S. W. Enloe, Dillsboro, N. C., Harris Clay Co.; C. A. Weidemann, Carrollton, O., Carrollton Pottery Co.; R. B. Smith, E. Liverpool, O., Taylor, Smith & Taylor; R. J. S. Barlowe, Trenton, N. J., Roessler & Hasslacher; E. M. Uniack, Crafton, W. Va., Carr China Co.; Matthew Scammell, Trenton, N. J., Scammell China Co.; J. N. Wells, Newell, W. Va.; Homer Laughlin China Co.; W. E. Wells, Newell, W. Va., Homer Laughlin China Co.; George J. Niebuhr, Newark, N. J., Hanovia Chem. & Mfg. Co.; M. W. Thompson, East Liverpool, O., Hall China Co.; D. M. Cronin, East Liverpool, O., Standard Pottery Co.

Temperance from Bunghole

A Negro preacher was making an appeal for temperance.

"Brethern," he said, "I exhort you to take de example I give you. I bend the knee, but not de elbow."

A voice from the back of the hall was raised in protest.

"Dat's your bad manners, parson, drinkin' out of de bunghole."

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New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — W. B. Andrews, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, 5453 Kenmore Ave. Chicago
Telephone Ardmore 0897

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



White and Ivory Bodies Popular—Predict Heavy January Demand

WITH so many new dinner shapes being placed on the market for 1926 delivery, and these being shown in both white and ivory bodies, buyers no doubt when they visit the market in January will be compelled to spend more time viewing lines than ever before. The situation as it now exists is quite different from that of previous years, when only a nominal number of new shapes were offered the trade, and in only the white body.

In addition to the new shapes and different bodies, there is the matter of patterns to be taken into consideration. Practically every dinnerware manufacturer in this Eastern Ohio district will present from six to a dozen or more new patterns for 1926 delivery. The majority of the patterns being offered are to be had in open stock although there will be a large variety of sprays and medallions offered in the new line.

Many buyers have been shown advanced samples of the 1926 lines, salesmen including these offerings during their last trip over their territory.

In placing orders for first quarter requirements, buyers will no doubt write their specifications so that both white and ivory bodies will be included. The ivory body does seem to be gaining in favor, and those distributors who have been featuring the line this late season have reported excellent sales, and this is taken as an indication that the demand for the ivory body in January will be very heavy.

In the majority of instances manufacturers have arranged the 1926 line, and there is a possible one exception where announcement is expected to be made of another new shape. Just at this time, however, it is believed that all new shapes for 1926 have been announced by the various factories.

Most Holiday Goods Shipped

So far as the generalware manufacturers are concerned, all holiday goods have been shipped, although a few scattering shipments may yet remain to be forwarded. The season has reached that point where holiday merchandise is being displayed in all of the larger retail establishments throughout the country, and the factories are now working on orders wanted for January sales.

The jobbing trade is more or less active in the market, and the large mail order houses have also specified more or less business for first quarter delivery.

Production in local factories is considered normal for this season of the year, although it is admitted that more business could be handled and with reasonable prompt shipments by some of the shops.

A reasonable amount of business is now being received by most all dinnerware manufacturers for first quarter delivery, and production in a number of plants has to do with this class of business.

Plan Novelty and Art Pottery

Ohio interests it is said are considering the plan to place a novelty and art pottery in operation in this district. Several possible sites have been viewed with this object on view, and also one site a short distance from East Liverpool. A two or three kiln plant is being proposed. The proposition is still in embryo, it is said, and nothing definite with the proposition will be done much before January.

W. H. Mackey Returns

W. H. Mackey, in charge of sales of the Smith, Phillips Co., has returned from a business trip to New York. He will remain at the home office until January, when he will have charge of the exhibit of this firm at the Ft. Pitt Hotel.

Controlling Stock May Shift

Rumor is current here that the controlling stock of one of the medium size generalware potteries in this district will change hands about the close of the year, but confirmation of the report at this time is lacking.

Carr China Co. Makes Appointments

Official announcement has been made by the Carr China Co., Grafton, W. Va., of the appointment of P. A. Barcus as general factory superintendent and C. P. Metzner as general manager of this factory. The Carr China Co. is featuring a general line of vitrified hotel china, having entered this line when the plant was taken over by Thomas Carr, after he severed his connection with the Warwick China Co., of Wheeling and also the Smith, Phillips Co. of this city.

Frank Howard Heads Sales Department

Frank Howard, who for some years was in charge of the sales offices of the French China Co., of Sebring, O., and located at Los Angeles, Calif., has been placed in charge of the sales department of the Mission China Co., of Los Angeles. The Mission China Co. has been making a line of semi-porcelain ware but it now plans to begin the manufacture of a line of vitreous translucent ware. This line will be the first of the character to be produced on the Pacific coast.

Morton Pottery Co. to Build

Information has been received in this district that the Morton Pottery Co., Peoria, Ill., plans the erection of a number of buildings to its factory, and with this end in view has closed a deal for the purchase of adjoining acreage.

Horton's Featuring Cooking Ware

The Horton Pottery Co., Chillicothe, O., which is headed by Chris Horton, formerly with the Colonial Pottery Co., here, is now producing a line of cooking ware, this being in addition to a line of sanitary ware, which the factory has been producing since it was placed in operation several years ago. The Horton Co. is also featuring a line of vitreous china trays for the photographic trade.

Income Tax

(*Continued from page 14*)

tion would be more involved, solely from the point of view that there would be more tax rates to apply for each additional bracket of income. However, the method followed in the application of the rates would be exactly as just illustrated.

In actual practice, it is not necessary to go through the computation of the tax in each bracket. The income tax blanks have a schedule showing the total surtax for various round amounts of income, and all that has to be done is to compute the surtax on the difference between the particular amount involved and the next smallest amount shown on the blank.

So we see that the computation of the income tax is not as frightful as it has been pictured to be. As a matter of fact, it is just ordinary simple arithmetic. It is true that there are other things to consider besides the normal tax and the surtax, in order to arrive at the actual total tax due. There is what is called the 25 per cent "earned income credit" that is applied against the normal tax, and the "capital gain tax." Likewise, consideration must be given to the income subject to tax because not all income is subject to both the normal and surtax. Dividends, for example, are surtaxable, but are not subject to the normal tax.

These are all special features that arise in the computation of the tax, and that will be explained in the articles that follow. For our purposes, however, when we have a clear idea of the computation of the normal and surtax, we have the tax computing problem pretty well in hand.

We can then proceed to the consideration of so-called "earned income" and the way it affects the amount of tax payable. That will be the subject for the next article.

Time Table Needed

"What time does the evening train arrive?" asked the motorist. "I've been waiting for it an hour."

"In five minutes," replied the station agent. "Want a ticket?"

"No. I want to race the blamed thing to the crossing."

A Friend of Peter Potter's Writes In

CROCKERY AND GLASS JOURNAL,
45 East 17th St., New York, N. Y.

Gentlemen:

As Peter says: in your November 26th issue, recalls to me an actuality of this sort which happened some twenty-five years ago. The writer and Harry Todd were with the by-gone concern who operated the department store of Schlesinger & Mayer, Chicago. Those were the days when associated with the china and glass business in the department stores you had plenty of night work and also Sunday work. Those were the days when night work was about as regular as day work and for this overtime work a buyer was allowed 50 cents for his supper and the ordinary help was allowed 35 cents. Well, not getting away from the point, one evening Harry and I went to supper together and when the china was served Harry picked up the plate to see the stamp underneath, and remarked, you know wherever I go to eat, if the china seems strange I turn it over to see who made it. By the way Harry is now in Rochester, New York, and I believe a lot of the readers will know him.

Yours very truly,

J. B. FINN,
Manufacturer and Manufacturer's Agent,
222 North State Street, Chicago, Ill.

Two Sorts of Folks

Some folks defend their shabbiness
With excuses and complaint
And go on letting ugliness
The joy of living taint,
While others get a hustle on
And beautify with paint.—A. P. and O. D.

Peter Wants to Hear from You



Peter Potter says: Don't let me get a stiff arm waitin' to hear from you fellers for some suggestions. Send 'em in so I can tell 'em to th' other fellow.

CAUGHT IN THE NEWS NET

AFTER completing a trip of two months, on which he covered territory from here to the coast, as well as Canada, J. H. Venon, of J. H. Venon, Inc., importers of china and glassware, returned to New York last Thursday very much enthused over the flourishing condition of business he encountered everywhere. While there is nothing in the nature of a boom, he said what is better still, is a good healthy state of affairs. He said the retailers all expressed the utmost confidence in the future and were unanimous in their belief that business for 1926 will be all that could be possibly asked.

George J. Higginson with Johnson Bros., returned last Wednesday from a two months trip through the States and Canada. He was very much impressed by the excellent condition of business he found in the various sections of the country.

Another traveler to return last Wednesday was Justin Tharaud, head of Justin Tharaud, Inc., who completed a several weeks trip in the interests of his several import china lines.

O. S. Atterholt, vice-president and general manager of the Utility Glass Works, Lonaconing, Md., is in New York this week to see the factory's local representative, Frederick Skelton, and look after other business in connection with the concern.

Charles H. Taylor arrived in New York on Monday from Florida. En route he stopped off at Zanesville, O., to pay a visit to the S. A. Weller plant which he represents locally.

The Monongah Glass Company, manufacturers of pressed and blown tumblers and stemware, Fairmont, W. Va., announce that they are now being represented in Chicago by Fred T. Renshaw, 30 E. Randolph St.

Mr. Renshaw succeeds Walter B. Andrews, deceased.

A. J. Wade, of Wade & Co., Ltd., Burslem, England, manufacturers of tea pots and cosy sets, arrived in New York from England on Tuesday primarily on a pleasure trip. After conferring with his American representatives, A. J. Fondeville & Co., he expects to go to Florida for a visit. He is accompanied on the trip by Mrs. Wade.

Miss Leyland and Joseph Tharaud Wed

MARRIAGE UNITES TWO PROMINENT FAMILIES IN THE CHINA IMPORTING BUSINESS

A quiet but very picturesque wedding took place last Saturday morning at quarter past eleven at the Little Church Around the Corner, New York, when Miss Catherine Lilian Leyland, daughter of Percy N. Leyland, the well known importer, and Mrs. Leyland was married to Joseph Guillaume Tharaud, brother of Justin Tharaud, another equally well known china importer and a well known china salesman on his own account at present identified with the traveling staff of Herman C. Kupper, Inc.

Miss Leyland is a most charming young lady and made a particularly beautiful bride. She is also quite well known in the trade through having been associated with her father's business for the past two years.

She had a matron of honor at the wedding, Mrs. Justin Tharaud, while brother Justin acted as best man. The wedding was attended only by the families of the bride and groom. After the ceremony a wedding breakfast was served at the Hotel Brevoort. After a ten days' honeymoon trip to Washington, D. C., Mr. and Mrs. Tharaud will be at home at 120 Rutherford Pl., Arlington, N. J.

"Sid" Thompson, of Copeland & Thompson, Inc., returned to New York on Sunday after a two months' trip that took him as far as Omaha. He is another traveler who comes back enthusiastic over present business and the outlook for the future. W. J. Craig, of the concern's traveling staff, also returned last week after making a very successful tour over his territory South, Southwest and Northwest.

Frank H. Vaughn, sales manager of the Brush-McCoy Pottery Co., Zanesville, O., was in town the latter part of last week conferring with the factory's New York representatives, John L. Pasmantier & Sons, about new lines to be brought out for January, which will be shown at the Pittsburgh show in Room 726, Fort Pitt Hotel.

Removing Paint Spots

"Paint spots on glazed tiles are removed by soaking the paint with a few drops of strong ammonia and scraping off with a wooden stick. For removing paint from unglazed tiles, ammonia, soap and hot water, scouring powder and sharp sand may be used."—*Exchange.*

OBITUARY

Trade Mourns Loss of Lee Schoenthal

PNEUMONIA TAKES WELL KNOWN GIMBEL BUYER AND MERCANTILE MANAGER

LEE SCHOENTHAL, one of the best known china and glassware buyers in the United States, died last Friday, December 4, at midnight at his home in New York, after a brief illness from bronchial pneumonia. He was in his forty-ninth year.



As the news of his death was flashed from one to another throughout the New York trade last Saturday morning it seemed difficult to believe, for his illness had been of such short duration, in fact comparatively few knew that he was ill and until a short time before his death the seriousness of it was known only to those closely connected with him.

His condition did not assume alarming aspects until a day or two before he died. Even in the early evening of the night of his death his physician thought there was an improvement in some of his symptoms but two hours before his passing he lapsed into unconsciousness and it was only then that the end seemed inevitable.

His passing takes one of the most beloved men in the china and glassware business. He was held in affectionate esteem by all who knew him. He was a man of the most sterling traits of character—honorable to a fault kindly, charitable, in fact he was a man who stood out among men and his death is a distinct loss to the trade.

Mr. Schoenthal was born at Washington, Pa., and was educated at the Washington and Jefferson University in that city where he studied law. He received his first knowledge of the china and glass business as a lad in his father's store in Washington.

He came to New York about twenty years ago, securing a position soon after his arrival here as assistant buyer to John H. Harris, buyer for the Siegel-Cooper Co., which later became the Greenhut-Siegel Cooper Co.

When Gimbel Bros., New York store opened about fifteen years ago, Mr. Schoenthal was engaged to go with the firm as assistant china, glassware and lamp buyer

(Continued on page 38)

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX

Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

JOURNALS

I have a letter from Fan Vernon of 107 Cherrytree Avenue from which I quote: "Your article on Insurance Registers helped me a great deal; will you write something about Journals in the near future:

So here you are:

When bookkeeping was in its infancy every business transaction was recorded in one book, which was sometimes called DAY BOOK or JOURNAL. Each transaction was explained in detail, preceded by the respective Credit and Debit entry. Each entry was then individually posted to General Ledger. For instance: A purchase was made. Immediately upon receipt of the goods an entry was made in the Journal reflecting this purchase, somewhat like this:

To Purchase from..... Debit .....
By Accounts Payable..... Credit.....

The next transaction may have been a sale. An entry would have reflected it thus:

To Accounts Receivable..... Debit.....
By Sales..... Credit.....

And so one transaction followed the other in the order of their occurrence and without regard to their respective grouping by types and kinds. Each day or week every single entry was posted to General Ledger, which, if business was large, was a very big and solemn looking affair. Loose leaf records were then not known. This General Ledger, the Journal and perhaps a Cash book were the entire Office outfit.

With the advent of modern bookkeeping and Accounting this method was found to be awkward and tedious. A desire for simplified methods grew, and so we have today an up-to-the-minute bookkeeping method which does away with the old habit of recording through Journal each and every transaction.

It was found advisable to post entries to General Ledger in groups only, and today instead of the 25 pound General Ledger we have ledgers weighing that much in ounces. The reduction in labor was tremendous. Instead of journalizing every sale or purchase, separate Sales and Purchase Journals were created. These books have columnar arrangements for Debit and Credit entries and must of course balance within themselves. Postings to General Ledger take only place once a month and then only the

(Continued on page 39)

Vitrified Manufacturers Meet

(*Continued from page 13*)

Grafton, West Virginia.

The Association had few if any trade problems to discuss this year. The standardization of sizes through co-operation with the Bureau of Standards, Washington, D. C., having eliminated many questions that in former years confronted the manufacturers. The vitrified china manufacturers propose to continue to co-operate with the Washington Bureau in this respect.

Reports of Potters Association

(*Continued from page 12*)

with both assurance and veracity proclaim to the public that American made goods as respects crazing and durability excell. The public generally does not know these facts and if proper publicity were given them it unquestionably would aid in counteracting insidious propaganda to the contrary.

One other means by which a greater share of the home market may be opened to the domestic manufacturer is by the development of art in our wares, more artistic shapes and more attractive decorations. A survey of conditions indicates that our foreign competitor has been alert, to this important phase of business-getting, and in a measure he has benefited during the past year as a result.

That our membership is alive to the necessity of keeping pace with and even out-running foreign competition in this race, is evidenced by the many new and exceedingly attractive shapes and decorations, in both white and ivory bodies, that are being placed upon the market. It is a safe prediction that intelligent efforts along this line will be rewarded by an increasing volume of business to our members during the coming year.

President Coolidge, in a recent address, suggested the importance of stopping wastes in industry, as a means to greater efficiency in manufacturing.

Waste has and always will be a serious and inherent problem in our industry. It is obvious that every effort should be made to reduce it to a minimum in the manufacturing processes. In so doing we place ourselves in a position both to serve the public more economically and to meet our foreign competitors on more favorable grounds.

Better quality, new and attractive shapes and decorations, economy in production these combined with the advantage of being on the ground, so to speak, with our plants practically at the doors of our trade, should give us a strong strategic position in holding a market which should be ours.

There is one other aspect of the situation to which I have the temerity to direct your attention and it is to the lack of publicity given to the pottery industry.

Demand for any product having merit may be stimulated by judicious publicity and there are none of us who will concede that his product lacks merit.

Publicity has sold Florida to so many thousands that the railroads are pressed to their utmost to handle the tide of people seeking opportunity there, and this notwithstanding the fact that opportunity is omnipresent and one need not go to Florida to find it.

Publicity has taught every child and grown-up that health and clean teeth go hand in hand and almost like magic there have sprung up scores of factories to supply the demand for tooth brushes and tooth pastes.

Publicity has made practically every man, woman and child walk upon rubber heels rather than the old style leather heels.

What publicity has done for so many industries is so much a matter of general knowledge that it is not necessary to dwell upon it.

What might not publicity do for the pottery industry?

Some one with a penchant for figures has developed the fact that the consumption of pottery in the average American home is about $1.53 per year, or about 3 cents per week. When one considers what publicity has accomplished in other lines of endeavor in promoting greater demand for a meritorious product, is it too much to expect that by giving proper publicity to the sterling qualities of our products, to their artistic merits, and by even touching upon the menace to health that lurks in the use of cracked and badly chipped dishes in use in almost every household the effect would be to stimulate a greater consumption of pottery?

There are many potent reasons why this Association as such could not well conduct a national compaign of advertising along general lines; nor perhaps would the individual member in his own behalf be justified in so doing because of the expense involved.

Certainly, however, there can be no question as to the value of publicity for our industry along sane and practical lines.

It is my conviction that the interests of the Association as a whole might be better served if we were to add to our standing commitees another committee to be known as "THE TRADE EXTENSION COMMITTEE".

The duties of this committee are clearly indicated by its name a committee whose duty it would be to extend the trade of our industry by every aggressive, progressive and honorable means at its command.

It would devolve upon such a committee to promote the interests of our membership by such action as would tend to broaden the market for our products; to devise ways and means, and put them into effect, of combating efforts being continually made to supplant our wares by the substitution of other lines of merchandise; and particularly to combat the more direct competition of imported wares and to counteract the all too prevalent and erroneous belief which exists and is being fostered by our foreign competitors that American-Made-Pottery is inferior in quality and durability to the imported product; and in general to pursue such a course in matters of publicity pertaining to our industry as shall tend to more firmly establish a preference for American-Made Pottery.

One means to this end (and while it is but a small step in the plan to promote such publicity, still it is a step in the right direction) might be to adopt the suggestion of one of our members to hold our meetings each time in a different city, instead of following the custom of the past of meeting either here or in Washington. Obviously such a course would give the Trade Extension Committee an opportunity to exercise its ingenuity in promoting the interests of our industry.

This idea of a Trade Extension Committee is by no means original with me, as most associations such as our own have such committees, which function with benefit to the membership.

A committee of this kind, composed of live members with initiative and vision, might do much to promote the welfare of our Association, and I recommend that the matter be given your consideration.

While the past year have been one that has been very unsatisfactory in many of its aspects, in respect to our relations with labor in our industry it has been marked by most cordial relations.

The Chairman of the Labor Committee will have a report to make on this subject, which, as is usual, will be of much interest to our membership.

Perhaps the outstanding achievement of the Research Committee during the year has been the successful culmination of an effort extending over several years to secure co-operation in research work with other industries having problems akin to our own, the outcome of which will be to broaden the scope of the work and its value to our industry without involving us in added expense. The Chairman of this committee will acquaint you with the details of this plan and the general work of his committee in his report.

The work of the Manufacturers' Cost Committee during the year will be listened to with interest, particularly as regards the efforts that have been made to establish Comparative Cost figures, the importance of which is enhanced in value as competition in our industry becomes keener from year to year.

There has been no year in our history, as an industry, when there has been greater activity in the matter of art and design than during the past twelve months.

There should be no dearth of material for an exceedingly interesting report from this committee.

Another year of experience with tunnel kilns in the few plants where they have been installed has tended to substantiate the practicability and economy in operation.

The same may be said in a lesser degree perhaps of the continuous decorating kiln.

The report of the Kiln and Fuel Committee, because of the general interest in this phase of its work, as well as in other matters should be of deep interest to our membership.

The Transportation Committee has had an active year of work with something more of tangible, material results to our membership than has been the case in any previous year.

Mr. Donley, Traffic Counselor for the Association, will have some data to present to you which should show conclusively the wisdom of the course of the Association in diligently pursuing traffic matters.

While the work of the Special Size Committee has been completed, its report adopted and the carrying out of its recommendations is well under way among the membership, it will be some time before the practicability of our course in this matter will be proven by experience.

It involves some problems which will have to be solved, by which co-operation on the part of all our membership will facilitate, chiefest of which is the confusion that may occur in using actual sizes with the customer, and trade sizes with our operatives. It is probable that sooner or later this may lead to the adoption of actual, instead of trade sizes in our working agreements with employees. This would be but a further, and apparently, logical step in the matter of standardization and simplific

(*Continued on page 26*)

The Standby of Many a Housewife



The versatile Danish blue color and decoration are dear to every housewife's heart. The Winterling ware is so well made that this number is just as appropriate for dinner as for breakfast and luncheon.

Price very favorable. Sales all year round. A wide variety of pieces to choose from, and every choice a good one.

See for yourself.
Send for samples.

IN ORIGINAL PACKAGES AVAILABLE AT ONCE, AS WELL AS OPEN STOCK

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Fancy China
Supreme in its Field

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China.

ENTIRE FIFTH & SIXTH FLOORS - 49-51 WEST 23RD STREET, NEW YORK CITY

National Quality



Dragonbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

D. King Irwin, 200 Fifth Avenue, New York
F. A. Miner, 5 Prospect St., Rochester, N. Y.
E. J. Nickey, 204 Grand Ave., Milwaukee, Wis
E. E. Wilgus, 111 Summer St. Rms. 35, 36 and 37 Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio





Gammon's

round out Unique Service with

Economy Tumblers

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS
"JUST WHAT THE NAME IMPLIES"

Reports of Potters Association

(Continued from page 24)

tion which the report of this Committee contemplates.

The natural result of depression in industry is a closer scrutiny of the problems involved and it is, therefore expected that all our standing committees will have constructive and helpful suggestions bearing upon the particular phases of our work covered by their assignments.

The hand of death is stayed neither in prosperity nor in adversity and He has taken toll of our membership since we last met in the persons of

Willis Cunning, President of the West End Pottery Co., East Liverpool, O.

William S. George, President of the W. C. George Pottery Co., East Palestine, O.

M. J. Kennedy, General Manager of the Carr China Co., Grafton W. Va., all of whom were active member of this Association at the time of their death, and of

George S. Goodwin, of East Liverpool, O., formerly of the Goodwin Pottery Co., and for many years Treasurer of our Association, and

George W. Burford, of the Burford Bros. Pottery Co., also a former member.

We mourn the loss of these, our associates in business and recommend that appropriate resolutions of our respect and sympathy be spread upon our mintes and that copies be conveyed to the respective families of the departed.

My chief regret is that during my incumbency as President of the Association there has been visited upon our industry so serious a depression in business.

My chief desire has been that the year should be one marked by unusual progress in our industry, and prosperity to all of our membership.

There are signs, however, that the cloud of adversity through which we have been passing may have a silver lining and it is my earnest hope that to my successor in office and to our industry as a whole there may come a year of peace and well-earned prosperity.

In closing permit me to express my thanks to the Association for the honor it has conferred upon me and to the Secretary and to members of the several committees for the earnest co-operation which they have without exception accorded me.

Report of Statistics Committee

The production in the United States of Earthenware and China of the class of ware made by members of this Association during the calendar years 1923 and 1924 were as follows:

	1923	1924
Semi-Porcelain	$38,695,807	$36,277,578
Hotel China Ware	9,761,187	9,506,330
Delf & Belleck	1,922,901	1,739,905

The percentage of difference between the two years is as follows:

White Granite, etc., production in 1924 was 6.26% less than in 1923.

Hotel China production in 1924 was 2.61% less than in 1923.

Bone China production in 1924 was 9.52% less than in 1923.

The aggregate of above is 5.00% less than in 1923.

GENERAL IMPORTS OF EARTHENWARE, STONE AND CHINA WARE

For Fiscal Year Ending June 30, 1925

China and Porcelain		
Not Decorated		$ 603,967
Decorated—Imported from:		
Czecho-Slovakia	$825,762	
France	896,589	
Germany	3,645,012	
United Kingdom	349,267	
Japan	2,677,505	
Other Countries	230,390	
Total		8,624,525
Earthenware and Crockery		
Not Decorated		576,506
Decorated—Imported from:		
Germany	$385,345	
Italy	191,362	
Netherlands	114,468	
United Kingdom	3,096,984	
Japan	245,186	
Other Countries	351,699	
Total		4,385,044

(Continued on page 32)



"Theresienthal" Stemwares

"Krautheim" Dinnerwares

"Schierholz" Dresden Art Goods

"Royal Dux" Art Goods

"Venetian Art Glasswares and Many Gift Shop Novelties"

now being shown throughout the country by our representatives. A postal card will inform you when they will be in your vicinity.

FRED C. REIMER CO.
49 West 23rd Street New York City



Echec's Pattern on Comport



Echec's Pattern 16261 Flower Holder.

(PAT. APPL. FOR)

New Echec's Glassware— A Fine Holiday Line

IN THIS decoration we have achieved the unusual by combining both satin and brilliant finish in a bold square pattern edged with gold bands. The items illustrated are typical of the line, which is wide and includes pieces that are particularly suitable for the Holiday trade and many others that will find use in practically every room in the home.

Write for illustrations and prices on the complete line.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNA.

SALES OFFICES IN ALL LARGE CITIES

"Visit Our Permanent Exhibit at 954 Liberty Avenue when in Pittsburgh"

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR, East

CHAS. A. WEIDEMANN, West

ROY E. HENDERSON, President

"Dandy-Line" Yellow BOWL SETS

3 - 4 - 5 - 6 - 7 Piece. Acknowledged the best made. Largest selling sets on the market. Why? Let us tell you.



The BRUSH-McCOY POTTERY CO.

ZANESVILLE, O.

N. Y. Office—Cox & Co. 120 5th Ave.

Smith Ceramic Studios, Inc.

901-9 Monroe Ave., Rochester, N. Y.

Originators of

Unusual Creations in Decorated China and Glassware

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Lamps and Dinnerware Feature Offerings of Chicago Stores as Christmas Approaches

CHRISTMAS gifts dominated the offerings of Chicago department stores this week. Christmas lamp sales were held by a few of the large stores and some offered Christmas dinnerware. The Chicago loop, where the large department stores are located, is crowded with Christmas shoppers. The outlying stores, even though the loop is drawing enormous crowds, are doing a larger volume of business than last year.

"Gifts from All Over the World" is Marshall Field & Co.'s holiday slogan, and Carson, Pirie, Scott & Co. offers a timely Sale of Sample Pieces in wrought iron lamps. The latter's prices in bridge and junior lamps range from $11.50 to $87.50 and table lamps from $11.50 to $62.50. Carson, Pirie, Scott also offered torcheres, candelabras, and English china breakfast services. The Boston Store held a purchase sale of lamps and shades, offering complete sets at $6.95.

Ready for Shipment—



No. B1121

Go To Stetson's First
For Volume In Value

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Hemlock 1000

A Great Xmas Sale of Lamps and Silk Shades was featured by Hilman's. Three hundred polychrome finish lamps were marked at $3.88 and marble and onyx base lamps were offered at $19.95. Wrought iron, and bridge lamps and junior and bridge shades were also specially priced. The Fair featured a "Sensational Sale of Lamps and Shades." A pair of imported colored crystal tassels were given free with every purchase. Base lamps were offered at $3.95 to $9.95 and shades at $4.95 to $10.85. The Fair also offered 1,000 pieces of colored glassware at $1 each. A Monday special of this store was a discount of 20 per cent given on all purchases of the Gift Shop. Specials were also offered this week in ivory porcelain, Venetian glassware, luster china, tea sets, wine sets, cut glass vases, etc. Mandel Brothers held a special sale on mirrors this week, offering them at from $10.95 to $15. Bridge lamps with Georgette shades were marked $7.95 and as a Monday special Mandel's offered a 23-piece imported China tea set at $7.95.

Pitkin & Brooks' retail department is offering dinnerware for Christmas gifts. English, French, Bavarian and Japanese china in services for twelve is priced at from $40 to $150. Crystal table glassware was offered at a 20 to 25 per cent discount. The Three Wieboldt Stores offered as a special this week a cut glass vase at $2. The Sears, Roebuck & Co. retail department stores offered lamps at $13.50 to $16.85 and Venetian mirrors at $7.45 to $9.95.

The Burley Shops continued to offer their assortment of gifts in crystal, china and antiques in six price groups, from $5 to over $25. Colby & Sons, interior decorators, among their rare imported pieces offered lamps at reductions of ⅓ to ½. The Rusmack Brother three housefurnishing stores featured 100-piece imported dinner sets at $38.50 and junior lamps of metal bases at $10.95.

White & Halock, Inc., was recently incorporated with a capital stock of $35,000 by R. O. Farrell, E. W. Hubbard and Jess Halsted, to manufacture and deal in kitchen and household utensils and furnishings and to act as distributors for the Karnok Studios, Skimit Mfg. Co., and other makers.

The large furniture stores had many items to offer for Christmas this week. Straus & Schram's three furniture stores offered Christmas lamp shades in prices ranging

from $9.95 to $18.75. An 84-piece table set including a 44-piece bluebird dinner set, 26-piece plate silver set, 7-piece napkin and tablecloth set and a 7-piece genuine cut glass set, was featured, complete at $19.95. Hartman's offered 2,000 lustre lamp bases at from 29c to $2.48 and offered specials in china and glass ware. The L. Fish Furniture Co. featured complete bridge lamps at $4.98, junior at $7.98, wrought iron bridge and junior lamps at $19.95 and specials in dinner sets.

Wm. A. Kadison, Chicago representative for the Royal Metal Mfg. Co., will in the near future also represent other lines dealing in housefurnishings, opening a local display in Chicago.

Fred T. Renshaw has completed arrangements to take over the business of the late Walter B. Andrews, and will be direct factory representatives for the Co-operative Flint Glass Co., the Duncan & Miller Glass Co., and the Monangah Glass Co. The crockery and glass trade wishes Mr. Renshaw success in his new venture representing these firms.

Harry Kelly, of Kelly & Reasner, returned last week from a one week business trip in the East.

W. C. Owen, Inc., has secured the representation of four new manufacturers and will announce these new lines before Jan. 1. Ralph P. Kraetsch, secretary of this concern, has returned from a two weeks' business trip in the East.

The Steinbeck Studios, manufacturers' representatives, suffered loss by fire last week. The loss, however, was covered by insurance, and the Steinbeck Co. reports that shipments are again being made as usual.

Store Advertisements Welcome the First Lady of the Land

When the First Lady of the Land visited New York recently on a holiday shopping tour, 5th Avenue shops extended her a welcome in their advertisements.

One of the most dignified pieces of ad copy was run by Avedon, 5th Avenue at 40th Street. The ad was headed "A Welcome to Mrs. Calvin Coolidge" and said: "The greatest shopping center of a great country extends cordial greeting to the First Lady of the Land. We, in part, bid this notable guest welcome. Her appreciation of 5th Avenue shops is a mark of their worth to women everywhere."

WHAT TO BUY AND WHERE TO BUY IT IN — CHICAGO — A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

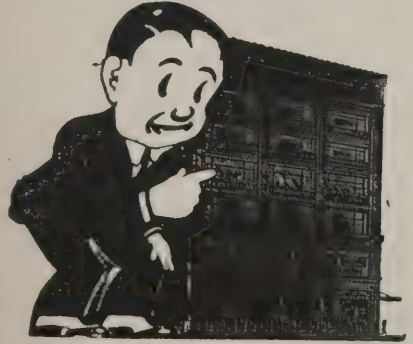
IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Burke Studios
National Glass Novelty Co.
Quaker City Cut Glass Co.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

VISIT THE SHOPS BUILDING FIRST WHEN IN CHICAGO—17 N. WABASH AVE.



R. M. MEDER CO.
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

ROSENBERG & LURIE
We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*
178 W. Jackson Blvd.
Phone Wabash 6589

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

ASSISTANT FOR LAMP DEPARTMENT

THE Kaufmann Dept. Stores, Inc., of Pittsburgh require as assistant for their new Lamp Dept. a capable, active young man or woman with experience in handling fine and medium quality lamps. An unusual opportunity is presented. Address J. H. Harris, c/o Kaufmann's Dept. Stores, Inc., Pittsburgh, Pa.

ENAMELED WARE AND ALUMINUM SALESMEN WANTED

WANTED to sell high-grade lines direct to dealers. Good commission also full commission on repeat orders. Give experience and territory fully in first letter. Address Box 518, care CROCKERY AND GLASS JOURNAL.

SALESMEN AND JOBBERS WANTED

THE well known Crystal Marmor Ware of High Grade Decorated Pottery and China, wishes connection with salesmen and Jobbers for 1926. H. Marmorstein Art Studio, 2523 N. Halsted St., Chicago, Ill.

REPRESENTATIVES WANTED

A LARGE Chinaware Manufacturer with National reputation has opening for two experienced Western representatives. Applicant must be familiar with different branches of Chinaware trade, capable of handling large contracts. Also several high class specialty salesmen, capable of producing results on a proposition of merit. Attractive proposition to right parties, with opportunity of earning premium worthy of consideration. Commission basis. Give age, past experience and references. Box 502, CROCKERY AND GLASS JOURNAL.

CHINA AND GLASSWARE SALESMAN

"SALESMAN WANTED:—Well known Manufacturers' Agent looking for china and glassware salesman experienced in domestic and imported ware. Pacific Coast territory. Splendid opportunity for a producer. Commission basis. Reply to Box 521, care of CROCKERY & GLASS JOURNAL."

WANTS GLASSWARE LINE

HAVE you a quality line of Glassware pressed and blown on which you will give exclusive State selling rights? Have been selling the New England States for the past dozen years. Box 520, care of CROCKERY & GLASS JOURNAL.

Birmingham Clay Company Has Unique Haulage Arrangement

At the Birmingham plant of the Southern Clay Manufacturing Company it was necessary to provide some form of transportation by alternating current for transferring loaded larry cars from the drying ovens to the kilns. The problem was solved by designing a transfer car to carry one larry car weighing approximately 2,900 pounds loaded.

Power is supplied from three overhead trolleys connected to the 220-volt, 3-phase source. The driving motor is a General Electric, 5-horsepower, 900-r.p.m. 3-phase, 60-cycle, 220-volt machine, and a duplicate motor is mounted on the car driving a winch used to pull the larry cars on and off the transfer platform.

Control is provided by a drum controller and a resistor both General Electric. An arrangement of two triple-pole, double-throw, fused knife switches provides for transferring the control from one motor to the other. These switches are mounted on the back of the bench. The control regulates the driving motor while moving the car. It is then switched over to the winch motor which pulls a loaded larry on the transfer platform, and then it is switched back to the driving motor. A satisfactory and economical control for the transfer car is thus provided.

Alfred H. Holbrook Returns From Europe With New Agency Signed

Alfred H. Holbrook, president of George F. Bassett & Co., Inc., returned aboard the Berengaria, Friday, from a two months' trip abroad. Mr. Holbrook enjoyed an unusually smooth passage not only going and coming but crossing the English Channel as well.

Commenting on the success of his trip Mr. Holbrook said: "I was able to work out the finest line of hand painted dinner-ware patterns that have been developed so far as I know, with the British potteries we represent. There are about twenty in all ranging from the lowest priced ones of bowl strong colored figures, to the medium priced refined artistic patterns, on up to the higher price rich and ornate decorations with more elaborate center pieces that represent a combination product of the best artistry and artisanship of the European potteries. Most of these hand painted designs are on the old ivory embossed ware which tones more harmoniously with a hand painted effect than the white body. The larger part of the hand painted ivory ware will be produced of the popular Amber-Rex embossed body in which our concern has been specializing."

Continuing Mr. Holbrook stated that he had secured an exclusive agency for America of a Spanish pottery which has been well known in the European markets for its brilliantly colored effects on hand painted art ware both in Fancy Goods and Tea Sets. The unique shapes and high coloring of these product sare distinctively Spanish, but are bound to appeal to the present trend of the American taste toward lively decorations according to Mr. Holbrook. "New shapes and patterns were developed with our Czecho-Slovakia pottery," continued Mr. Holbrook, which will not be ready for several months. But when produced will broaden the market for this Pottery's goods, as both shapes and decorations will attract the most cultivated taste while maintaining the moderate price basis which is giving this Pottery's goods a demand in all sections of our country."

Nothing can be reckoned good or bad to us in this life any further than it prepares or indisposes us for the enjoyment of another.—*Atterbury.*

God, Man, the Glass and the Lass

Look at it boil, the mass
Made from the soil, the glass
Approaching the furnace
Its glories to harness
Man's fingers are lead by God.

Hold in hand a pipe
Gathering sand all ripe—
Through heat and its fusing
Now ready for using
To take on new shape by man.

Blowing with care a bubble
Infinite pains and trouble
To fashion a bowl
He puts in his soul
To fascinate her, his lass.

Daintily pretty, the piece
Giving his heart surcease.
He'd put in his best
Now he would rest
His conscience as clear as the glass.

God gave the sand to work.
Man takes by hand the mirk.
Through heat of the fire
The great purifier
A thing of great beauty creates.

So God puts in man the urge
Gave him his woman to purge
His mind of all evil
To o'ercome his devil
Creating a being to love.

ERNEST H. BENNETT.

Have You Sent Peter Potter a Suggestion?

Confidence

CONFIDENCE is the life line in the unplumbed depths of business. With it you may stride by hindrances and pitfalls—without it every step is danger beset by misunderstanding and delays.

We have labored in and out of season to make our products worthy of your trust. The huge structure of our business is reared on the unskimped quality of R & H Ceramic Chemicals, Minerals and Oxides—on the cordial good will and understanding that assist the profitable operation of your business.

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue New York

BOSTON CHICAGO CLEVELAND KANSAS CITY NEW ORLEANS PHILADELPHIA BALTIMORE PITTSBURGH SAN FRANCISCO TRENTON

Buyers in New York

DECEMBER 3, 1925

Miss E. Anderson, glassware, Jordan Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

J. J. Fagan, house furnishings, toys, Shartenberg & Robinson Co., Pawtucket, R. I., 315 4th Ave. (D. G. Alliance).

J. R. Levy, lamps, La Salle & Koch Co., Toledo, Ohio, Broadway and 34th St. (R. H. Macy Bldg., 15th floor).

DECEMBER 4, 1925

J. Hertzberg, china, glassware, silverware, housefurnishings, S. Kann Sons Co., Washington, D. C., 432 4th Ave.

DECEMBER 9, 1925

C. H. Hoffner, silverware, LaSalle & Koch Co., Toledo, O., Broadway and 34th St. (R. H. Macy Bldg., 15th floor).

Special for Glassmakers and Potters

GREEN OXIDE OF CHROME

LIGHT, MEDIUM AND DARK

Guaranteed to contain no Free Sulphur nor Sulphides

Manufactured by

B. F. DRAKENFELD & CO. INC.

50 Murray St. New York

Reports of Potters Association

(*Continued from page 26*)

All Other Pottery	2,300,398
Grand Total, Earthenware, Stone and China Ware	16,490,440

Imports of China and Earthenware for nine months ending Sept. 30, 1925, $12,394,656.

Mercer Pottery Co., Trenton, N. J. Have erected a concrete and steel storage house for clays 60 ft. x 80 ft.

Sebring Manufacturing Corporation, Sebring, O. This company has been formed by a merger of the French China Company, The Saxon China Co., and the Strong Manufacturing Company, this latter company making enamel ware and aluminum. The French China plant has installed one of the most modern Ault Decalcomania Machines.

Bailey-Walker China Co., Bedford, O. Have erected a new two-story brick building 36 ft. x 150 ft. to be used for additional slip-house room and clay bins and second story for new casting, turning, and mould machine shop. Also built a one-story frame building 30 ft. x 75 ft., for a new cooper shop and stables.

Sterling China Co., East Liverpool, O. Is now controlled by William Wells and C. C. Pomeroy; there being no other stockholders. They have added a decorating shop with floor space of 2,400 ft.

E. H. Sebring China Co., Sebring, O. Have built one pair of decorating kilns.

Boston Pottery Co., Inc., East Boston, Mass. Have built one new glost kiln, two decorating kilns and buildings to cover same. Also a new casting shop. Dunbar Lockwood is President and Treasurer of the company.

Scammell China Co., Trenton, N. J. Have built a new sagger clay preparatory house and new decorating shop.

Canonsburg Pottery Co., Canonsburg, Pa. Have built a new packing department and office.

The Steubenville Pottery Co., Steubenville, O. Are just putting the finishing touches on their new seven kiln plant and getting it into operation.

Owen China Co., Minerva, O. Will put into operation the new pottery with five kilns in December. C. W. Foreman became President of this company last August.

Atlas China Co., Niles, O. Have built an entirely new detached boiler house with battery of Erie boilers, have constructed the main building by the monitor system with concrete floors throughout engine and boiler room. Have enlarged decorating kiln building and added two double kilns, added three brick bins to main buildings for sagger storage, also brick sand bin.

The following deaths have occurred during the year:

A. M. Weil, President of Crown Pottery Co., Evansville, Ind., who died May 16, 1925.

W. S. George, President of W. S. George Pottery Co., East Palestine, O., who died April 12, 1925.

Willis Cunning, President of West End Pottery, East Liverpool, O., who died April 4, 1925.

George S. Goodwin, East Liverpool, Ohio, former President of the Goodwin Pottery Co., East Liverpool, O., and for eleven years Treasurer of this Association.

JOSEPH MAYER, Chairman.

Report of Historian

Gentlemen:

1925 may be properly compared with 1914, for in both of these years the enjoyment of camping, fishing and hunting expeditions have been possible to the operatives without inconvenience to the operations of the potteries.

Business has been generally unsatisfactory in 1925, some few plants have managed to operate to quite a fair percentage of their capacity, but taking our membership as a whole, the percentage of operation has been quite below that which is necessary in order that the books may show up on the right side at the end of the year. Possibly this condition has had something to do with the great activity in new shapes and new bodies, for I believe that 1925 will go down in the history of our Association as a year greatest of all in efforts to produce new shapes, new decorations, new bodies and a finer finished product.

The products of the low wage countries of Europe have come in increased quantities, but with the very intensive work which has been done let us hope that when the larger number of beautiful new things are presented to the market that a great deal of competition shall be overcome and that our factories will again operate to their capacity and on a profitable basis.

While the Labor Committee, probably due to the poor condition of business, have had little to do this year, other Committees have been quite active. The Transportation and Executive Committees have had a great deal of work during the year and their reports to you will show that they have ably taken care of the propositions before them to the benefit of the membership.

This year completes the first year in our second half century. Were one to canvass the past years, he is inclined to feel sad at the continual dropping out of those with whom we have so long been associated. Each year new faces appear at our meeitngs and we miss faces that have been familiar in the past. 1925 is no exception and it is with deep regret that we record in this history for the year, the deaths of Mr. William S. George, President of The W. S. George Pottery Company; Mr. Willis Cunning, President of the West End Pottery Company, and Mr. M. J. Kennedy, General Manager of the Carr China Company, as those who have gone out of life's activities. In addition we would also record the deaths of those who, while for a number of years have been out of the pottery game, yet in the by-gone years were among our active members, and under this heading we place Mr. George S. Goodwin and Mr. George W. Burford.

Your Western Generalware Standing Committee, as well as the Eastern and Western China Standing Committees, have been quite active during the year and at the present time the Western Generalware Standing Committee is quite overwhelmed with work on the new shapes being placed on the market.

We bid farewell to 1925 with optimism, feeling that the general business of the country is constantly improving and that the able efforts which have been made to place our product on a high plane will result in a successful year in 1926.

Respectfully submitted,
CHAS. F. GOODWIN, Historian.

Report of Manufacturers Cost Committee

The year which is rapidly drawing to a close has seen no marked increase or decrease in the cost of manufacturing vitreous or semi-vitreous table ware. As far as could be ascertained there has been no material fluctuation in the cost of fuel, china and ball clays, flint, feldspar, decalcomania and other raw materials which enter into our production. Also during the year there has been no change in our labor costs.

Figures as compiled from the records of several semi-porcelain factories show that the average labor cost is about fifty per cent (50%) of the total cost of production, material and fuel about thirty-four per cent (34%), and overhead expense about sixteen per cent (16%). It might be interesting to you to know that no two factories (among those whose figures were analyzed) showed identical percentages of total cost for any item of cost; however, it is evident that the cost of production in the larger factories is less than it is in the smaller factories.

During the year our government under the supervision of the Tariff Commission has been making a study of pottery conditions both at home and abroad. The agents have recently returned from abroad and are expected to make their study of the domestic potteries in the very near future. The final report of this study is awaited with much interest. It will probably be well into the coming year before their complete report will be ready for the Commission.

The Chamber of Commerce of the United States through its Department of Manufacture has been urging upon all trade associations through their cost committees to inculcate in their members a recognition of the necessity of proper cost accounting as an essential to the conduct of business. Furthermore, the Federal Trade Commission has a number of times gone on record as approving the efforts of trade associations to standardize their method of determining costs. The Chamber of Commerce in its investigating has found in lines using gross price lists or selling by discount a tendency to minimize the need of Standard Accounting Methods and Cost Finding Records.

During the past three years many accountants have brought their ideas to the attention of this committee and in this manner an opportunity was had to view our cost problems from many different angles and the farther one gets into this work the more he realizes that no unified Cost Accounting System can be designed that will exactly fit the needs of every member of our Association. Please do not get the wrong impression from this statement. It is not the intent to disparage Cost Determination or Cost Finding methods as this knowledge is extremely essential to the success of any business enterprise.

On February 11th, 1915, a member of our Association was kind enough to furnish our members with a copy of the forms followed in his factory in charting accounts and determining the cost of manufacture. Most factories represented here I think are familiar with the report to which I refer. This report has suggested a thought which in my opinion can be worked out in a manner that will result in a Standard Chart of Accounts through which it

will be possible to determine cost on a per kiln, per thousand (1,000) cubic foot or list basis.

Many benefits will accrue to the members of this Association if the accounting for the industry is placed on a standard basis whereby it will be possible for each member to compare his operating results with the industry as a whole. The total figures could be gathered semi-annually or annually, preferably semi-annually, by some one qualified to handle the work who would compile these figures and furnish (without disclosing the identity of the individual factories) a detailed statement of operating results in each factory and the average for the industry.

Uniformity in accounting results should be our aim and this can be accomplished through a Standard Chart of Accounts. Every member of this Association can at least adapt a Standard Chart of Accounts to his situation without making any material change in his present records, thereby placing his accounting on a uniform or at least comparable basis with the other members.

The details of a Standard Chart of Accounts will be worked out in the very near future and submitted to the members of this committee and if received favorably will be placed before the Association with recommendations for its adoption.

Progress during 1925 in this work has been more substantial and satisfactory than in any previous year. The coming year should be even more productive of results.

Respectfully submitted,
F. P. Judge, Jr., Chairman.

The report of the Labor Committee was presented by Chairman W. E. Wells as follows:

No meeting of the Committee was held during the year 1925. As usual through a period of considerable unemployment, the workers were rather more interested in holding their jobs than they were in hunting trouble. There have been no interruptions of any consequence as the result of labor disagreements; there have been no controversies of major importance requiring committee action; there has been no general scale to negotiate, and all local adjustments have been ably adjudicated by the Standing Committees.

There are four such committees, known as The Western General Ware Standing Committee, The Eastern General Ware Standing Committee. The Western China Standing Committee, and The Eastern China Standing Committee. Each of these is composed of three members representing this Association and three members representing the Brothrhood. On the side of the Brotherhood, membership on these committees is an elective office, and is considered something of a distinction. They elect three men for each committee, or twelve in all. On our sid, three men, Messrs. F. G. Mellor, Fred Sutterlin and James Turner, represent us on three of these committees, the Eastern and Western China and the Eastern General Ware. During the year there have been but two meetings of this committee, jointly representing three standing committees. Both were held at our headquarters at East Liverpool, as it is found to be of advantage to meet where the labor records of many years and the assistance and advice of our distinguished secretary, Mr. Chas. F. Goodwin, are available. In all, there were twenty-two cases adjusted at these two sessions, which were of long duration. The meetings were not adjourned until the docket was cleared.

A heavier burden was carried by the Western General Ware Committee, composed of Messrs. Goodwin, Walker and Lynch. They held sixteen evening meetings, continuing usually until midnight. The patience that our members have shown in listening to hours of alleged evidence from interested workers is beyond praise. It has contributed materially to the reputation our association enjoys nationally of dealing with our workers, perhaps I should say our fellow workers, in a more sympathetic, intelligent and unselfish manner than any other organized industry of this or any other country. Our standing committees have been animated by the spirit to which the Labor Committee has always aspired, that of realizing that the employer is a trustee for all of his employees. The man that takes employment from me usually stakes the welfare of himself and his family upon the chance that I may give to him fairly steady work, proper working conditions, and fair remuneration. That is an obligation which we may truthfully claim our Association has long recognized and earnestly tried to fulfill. It is the ideal our standing committees aim to express.

During the year the Western Committee settled forty cases, some of them quite complicated, and they failed to reach settlement of twelve cases, which were returned for adjustment between employer and employee. The work of this committee promises to be more difficult during 1926 by reason of the considerable number of new shapes being introduced, most of which are a distinct departure from the strictly plain models so long in vogue. Already some demands quite in excess of the merits of the case have been filed for prices to apply to these shapes.

The amount of time, thought and money devoted during the past six or eight months to the creation of new models, new bodies, and new decorative designs probably exceeds by several times over the amount ever previously expended during a like period. The obvious purpose of this outlay is to stimulate production and sales, and I am sure the effort is inspired, in part at least, by the desire to provide better employment. There is no feature of a dull market more distressing to the right-minded manufacturer than short time and small pay rolls for his employees. Our members have made heavy sacrifices during the year now passing in order to curtail unemployment. Many of them are facing bad news when inventories are taken. The cost of marketing has been excessive, and the prices anything but satisfactory or remunerative. If there ever was a time when the manufacturers were entitled to the hearty co-operation of the men in the effort to improve conditions, it is right now. It cannot be expected that the new productions will command higher prices in proportion to cost than the older lines, but it is hoped they will bring more business. The men should do their part voluntarily and without quibbling. Should they fail to realize the situation, and obstinately fight for unreasonable advances, they will be in the position of the drowning man who bites the helping hand.

Should we be unsuccessful in establishing fair prices for making and decorating these new things, the only alternative will be to exact a general wage reduction. Under the terms of the current wage agreement, we would have been warranted in making that demand at any time within the past eight months. As a matter of fact, a good many of the manufacturers have urged this action since early in the summer, but, because of all that would be entailed, the Labor Committee, while recognizing that circumstances warrant some concession from labor, has held back hoping that better business conditions affecting our trade would shortly develop. In this connection it should be mentioned that the Association has lost the membership of The Paden City Pottery Co., which is now operating as a non-union shop. I am told the reason given for the reisgnation was that they could not meet prevailing market prices under the handicap of the union wage scale and careless union workmanship.

Whether we are, or are not driven to seek wage relief, we should diligently continue to press the fight for more care and less speed in certain departments where excessive losses result from poor workmanship. Somewhat in desperation, a few firms have recently switched to a day-wage basis in kiln placing and dipping. Results so far reported indicate a marked reduction in glost kiln losses, seeming to bear out the contention that these losses are in a large part attributable to indifference or pure carelessness upon the worker's part. How much of this saving may eventually be absorbed by a higher labor cost remains to be seen.

The feature of the labor situation that has caused most concern this year was the unfortunate and apparently unavoidable extent of unemployment. Contrary to our sanguine hopes, and contrary to our predictions a year ago, business conditions throughout the country took a turn for the worse along in March. The depression increased gradually until the bottom was apparently reached in mid-summer. Excepting only the strike months of 1922, there were fewer kilns drawn in July of this year than during any other month since 1914. Since August first, there has been a rapid, and I believe a substantial, upward trend in American business until now Babson's index stands at the highest point for five years. The average price of listed stocks is higher than ever before in the history of Wall Street. Those optimists who predict a Christmas trade breaking all records may be right at that.

In the opinion of experts, this progress in prosperity is based upon sound fundamental conditions. Except perhaps in Florida, it is not the product of an inflated boom.

But, for some reason, or perhaps for many reasons, our industry is not participating to the same extent as a majority of others. For the country as a whole, business was at least as good, perhaps better, for the first nine months of this year than for the corresponding months of 1924, yet from the best data available, which are probably about correct, pottery production, measured by the number of kilns drawn, was fifteen per cent less from January to October, 1925, than in 1924. Measured by sales, the shrinkage was still greater owing to the lower level of prices. There has been some improvement since October 1st. The distribution and the pay rolls for the last three months of this year will be greater than in 1924, but the earnings will be less. The potteries are just now fairly busy, but if we were enjoying our full share of national conditions, we should be oversold at this season.

I wish I could give a satisfactory answer to the query that has been propounded scores of times, especially by jobbers and department store buyers, "What is the matter with the dinner ware business?" Among the contributing causes of the unhealthy situation these have been suggested:

The featuring of short sets.
The remarkable increase in installment sales.
The greater frequency of forced feature sales of cheap goods.
The enormous outlay for automobiles and radio equipment.

Time was when we took orders for forty-two piece sets under protest, but of late that has become quite a sizable composition. The bright pioneer who conceived the thirty-two piece set ought to be tarred and feathered, but what punishment could be inflicted to fit the crime of featuring twenty-four and even eighteen piece compositions? One explanation is that there is not room enough in the modern apartment house for one hundred pieces of china, and that may have something to do with the case.

Besides, nearly every dollar of the average family income is spent before it is earned. It is mortgaged against installment purchases of everything from a dishpan to a motor car. The head of the family is chronically dead broke. He seldom has money enough to buy a set of dishes all at one time. He must buy it on the installment plan or do without. Hence, the installment houses are gaining rapidly in the distribution of dinner wares at the expense of the department stores. The department manager tries to get back through feature sales of cheap sets on which he expects the factory to share his loss. This reacts by saturating the demand and curtailing his distribution of better goods at a margin of profit.

Another explanation advanced is that the public learned to do without so many dishes during the war period when tableware was high priced and hard to get, and they say the housewife will never again get the habit until we invent styles so good and attractive that she can't resist them. I think we are doing just that thing, and that the offerings for 1926 will represent the longest forward step ever taken by the American potter.

Reports as to employment conditions in the factories of our foreign competitors are conflicting and unreliable, but it is probably correct that in the German countries and in France they are fairly busy. The wages in those countries, in Germany especially, are barely sufficient to keep body and soul together. In the British potteries unemployment and short time working have been general and quite serious for some years. They are worse to-day than they were a year ago. In August twenty per cent of the British pottery workers drew government doles under the unemployment insurance plan, and in September fifteen per cent. The wages drawn by the British workers in September averaged the equivalent of nine dollars per week in our money for more hours than American potters are required to work.

During last summer and early fall, in pursuance of an arrangement made at our convention of one year ago, the Bureau of Labor Statistics of the Department of Labor made a study of wages, hours earnings and working conditions prevailing in our industry. The tabulation of the results has been completed, and will be summarized in an article that will appear in the Labor Review to be issued early next week. I obtained a galley proof of that article, and had hoped to embody a condensed synopsis in this report, but am obliged to respect the request of Commissioner Stewart that the figures shall not be given publicity until after the December number of the Labor Review is circulated. The report in detail will be later published as a special bulletin, probably a sizable book, of the Bureau of Labor Statistics. It will be interesting, and perhaps valuable, in our labor negotiations in supplying wage data bearing the government stamp.

The report employs the terms "vitreous" and "semi-vitreous" to distinguish the earthenware and china potteries terms perhaps as appropriate as any other. Data were procured from forty-six semi-vitreous potteries employing upwards of ten thousand individuals. Of these, thirty-one are in Ohio, seven in West Virginia, three in New Jersey, two in Pennsylvania, and one each in Maryland, Tennessee and Virginia.

Seven vitreous potteries employing about twenty-seven hundred individuals were surveyed. Of these potteries, there are three in New York, two in Pennsylvania, and one each in New Jersey and West Virginia. It would be interesting to have on record a list of the names of the firms examined but while, at the request of the Commissioner, I suggested the list of representative concerns, I kept no copy, and now seem unable to get it from the department.

The semi-vitreous potteries are separately reported in five groups, the wage data covering a two weeks' period

Group one comprises data assembled from 3,300 employes of the largest four pottery firms in and about East Liverpool.

Group two includes data gathered from 1,600 employes of eleven of the smaller potteries all in East Liverpool.

Group three comprises data from 4,500 employes of eighteen potteries outside of East Liverpool, of which fifteen are in Ohio, two in Pennsylvania, and one in West Virginia.

Group four includes data from 350 employes of three Trenton plants.

Group five comprises data from 600 employes in three potteries, one in Maryland, one in Virginia and one in Tennessee.

Data covering all of the vitreous potteries are condensed in one group.

Earnings by week, by day and by hour are tabulated for every department of labor in every group. Knowing the group in which you belong, you will be interested in making comparisons. The information may be useful. Data of individual firms will not be disclosed in the report, but, if your establishment was examined you are entitled to a copy of the tabulation of the data gathered in your plant. The Bureau will furnish it upon request. Several weeks ago the Bureau responded immediately to a request for a copy of the Laughlin returns.

A year ago we assured Mr. Bowen, representing the Bureau of Labor Statistics, that we would co-operate with his bureau in this study. I think that I assumed to give to him that assurance at one of the sessions last year, based upon the assumption that the American potters have nothing to conceal, that they are more than willing at any time to make public their wage records, the earnings of their employes, their working conditions, and the history of the dealings of our Association with the potters' Brotherhood.

Recently I wrote Commissioner Stewart inquiring whether our promise had been made good, whether the reception accorded his representatives was what he had been led to believe. The following is a copy of his reply of November twenty-fourth:

"Replying to your inquiry as to whether the representatives were cordially met by the manufacturers and freely given the statistics sought, I will say that the reception was unusually cordial and friendly both on the part of the manufacturers and on the part of the employes, who, as you know, were co-operating within the factories to furnish certain information. I can very consistently say that the Bureau has never been better treated by all parties concerned in any of its studies, and, for the employes, I may say we have never had a record of time kept by them that would compare with the satisfactory results and the harmonious co-operation that prevailed throughout this study."

These words of appreciation are almost extravagant, but they are no more than deserved. It is no exaggeration to say this Association is a representative of big business. If all big business had kept its skirts so clear, its record so clean, its dealings with labor, with the government, with competitors, and with the public, so nearly beyond reproach, I am wondering whether the restrictive laws against monopoly, against restraint of trade, which handicap us somewhat in honest endeavor, would ever have been proposed or necessary.

Report of the Transportation Committee

The status of business, be it prosperous or otherwise, does not regulate the amount of work required on transportation matters. The railroads and other transportation agencies like manufacturing industries have a definite policy of routine effort to increase their earnings. More than ever before are these policies concealed from the industries, and by that we do not mean that there is an intent on the part of any carrier or system of carriers to purposely camouflage their program, but it is because of the extreme technicality of making rates for their services and the regulating of such by the Commissions.

The pottery industry occupies a peculiar field in transportation requirements. Their raw materials are moved very long distances which subjects the charges for transporting such materials to many changes, all of which have to be watched very carefully. In order that the cost of production to each pottery may be as nearly equal as possible, it is only fair that your Transportation Committee aim towards having maintained by the carriers a proper relationship in the rates on these materials, so our continued effort is to view the entire industry as one plant which should have an equitable level of freight rates and that they all should bear a proper relative basis. Likewise it must be true of the charges for transporting finished products. Some potteries have unreasonably high rates applying on ware to certain markets as compared with those that may apply from larger producing centers. We believe that all plants should have rates on their finished products that are equitable for their geographical location.

Our potteries are now located in all the different rate making territories viz. North, South and West. The scheme of rate making is different in each one of these districts. In the South the tendency of the railroads is to make low rates on low grade commodities, but their class rates which carry finished products are abnormally high when compared with those in the North, so each section presents a problem of proper transportation regulation. It is also a customary practice of the Southern railroads to give the shippers located on their lines special rates to the larger markets, for the purpose of developing the industries on their lines. This frequently places the Northern producers at some disadvantage as it does not permit of free marketing of competitive products between the North and South.

The Transportation Committee during the year has held several eetings and has spent a great deal of time in conferences with ie railroads and others so as to secure for the industry as a hole a proper transportation service and reasonable charges erefor from the carriers.

There are some general subjects under which we list the activi-es of the Committee and which have been reported on previously. utside of these there are hundreds of particular problems that e daily handled in the office of our Traffic Manager, and which done by dealing directly with the individual plant.

PACIFIC COAST FREIGHT RATES—Our rates to the acific Coast seem to be on a reasonable level at the present time, least we have not had complaints from either shippers or buyers to these rates; in other words as far as we know the freight ate has not limited the buying on the Pacific Coast. Of course, large number of shippers take advantage of the lower rates hich apply via the Panama Canal, and a large amount of the ackage goods moves via this route. In this connection we have aken care of one matter that was important in that through the ffices of the Steamship Lines operating through the Panama Canal e have had changes made in the steamship tariffs which re-tricted the valuation of ware to $50 per cwt. in order that we ight secure a 90c. carload port to port freight rate, and $1.25 ss than carload. The restricted of value of $50 has been re-uced to $20 per cwt., which gives us the same value as applies or rail shipments.

STOPPING CARS IN TRANSIT TO COMPLETE LOAD-NG—We solicited all potteries asking them to express an in-erest in stopping cars in transit to complete loading for cars en-oute to the Pacific Coast. We are not informed that this service as been needed.

RELEASED OR RESTRICTED VALUES ON EARTHEN-VARE—We still receive some requests from potteries asking us o place claims for damages based on higher than $20.00 per cwt., ven though they made their shipments to this restriction. How-ever, we think that practically all of the members of the Asso-ciation are now familiar with this regulation, and that is, where shipments are released to $20 per cwt. that we cannot collect a higher amount than this in cases of loss or damage. Of course, n cases in the Courts this has been set aside where it was shown hat the carriers were negligent, but as a general matter the rule s definitely adhered to.

RATES ON EARTHENWARE IN EASTERN TERRI-TORY—In what is known as the Eastern Class Rate Investiga-tion the proposal of the railroads have been to increase our rates about 20 per cent on ware. We opposed this very strenuously and have attended several conferences and hearings to show our serious interest in it. We were unable to get full information from all potteries as to the amount of their shipments, but what we could secure shows that our freight charges on one year's shipments would be greatly increased. This case is now resting with the Interstate Commerce Commission, and is being observed very closely in case further hearings are asked for. It has been definitely shown by our industry, as well as others, that there is no occasion whatever to increase the carriers' revenue to the extent that is proposed in this case. An unfair penalty is being proposed for the higher grade commodities as the method of mak-ing the increase was hinged at the 5th class rate, which in itself was increased to some extent, but all of the higher classes to a greater or less degree.

IMPORT CLAY RATES—Perhaps the greatest saving to the potteries has been the reduction from 70c. to $1.10 per ton on the imported clay. We have estimated that since August 10th, the date on which the new rates became effective, it has saved the potteries approximately $32,000. The railroads finally came to our figures in setting the new rates, namely, the same as apply on Brick or Brick Products. At the same time the rates were decreased to our plants a similar reduction was made for the paper manufacturers.

The reduced rates are applicable to China and Ball Clay, and are specified in the tariff in that manner. We are satisfied with the rate itself as it now stands but still have pending the matter of refunds on charges that have been made since October, 1922, from which date we have been charged higher than the "Crude" clay basis. Some railroads have favored making the refunds and have paid claims. However, the larger percentage of the claims we have filed have been refused, and in a recent conference with the Interstate Commerce Commission they suggested that the question of refunds be handled further with them.

The railroads seem to have made a firm stand against paying our claims, and this being true we will again carry this to the Interstate Commerce Commission asking for a ruling that will include the refunding of the charges made over and above the "Crude" clay basis.

It may be possible, due to the technicalities involved, that we cannot collect these claims for a longer period than two years prior to August 10th, 1925. That detail remains to be developed. We have a good case and are quite within our rights in asking the railroads to hand back to us with interest the money they have collected from us at rates that were illegal. We expect to pursue this to the extent of our rights, and of course, hope for a favorable decision. We have not been able to secure all of the freight bills for imported clays from all potteries. Claims have been entered amounting, when totalled, to $20,417.47. It is our estimate that this amount is not more than one-third of the amount involved.

DOMESTIC CLAY RATES—We have made considerable progress in the adjustment of domestic clay rates from the South in the past year, and have some proposals ahead of us that, if adopted, are going to mean a large saving to the potteries. On the Kentucky and Tennessee rates we have the Southern rail-roads agreed to a reduction ranging from 15c. to 90c. per ton. This is due to the combinations of rates predicated on a "Crude" clay basis. It appears in many cases, even on the very "Crude" clays, that the rates have been held up to an abnormal figure by charging rates applicable to refined clays, and these adjustments are gradually coming through.

On the clay rates from other Southern territory we have had several conferences with the Southern Clay producers, and have a definite proposal with the Southern roads for adjustment of the rates from the Carolinas and Georgia. This is receiving the normal attention of the Traffic Department and later developments will be reported.

We have had several complaints about the rates applying from Florida clay, and they appear to be too high, but it has been thought best to secure other adjustments before requesting this one, but it has not been lost sight of and will be handled in due time.

FELDSPAR RATES—There has been no general change in the Feldspar raw material rates within the past year. We have made a number of adjustments for individual potteries, and which in some cases have meant a considerable saving to them, but the general level of these rates seems to be satisfactory.

The case in New England referred to in last year's report where the Interstate Commerce Commission ordered in a dif-ferent set of rates for Ground Feldspar than applies on Crude has been again approved by the Interstate Commerce Commis-sion, and the rates are in effect. This leads up to a question which the Committee is now considering and which has hereto-fore been referred to, and that is, grinding in transit rates on Feldspar. This is a matter that is having the consideration of your Committee and one which will be given attention as soon as possible.

USE OF FIBREBOARD CONTAINERS—We previously re-ported at the Summer meeting activities in connection with the use of Fibreboard Containers by the potteries. Request for in-formation and traffic ruling made to our Traffic Department by various potteries showed that there is a tendency towards a large use of Fibreboard Containers. The Transportation Committee, in connection with the Salem China Company, was represented at a hearing before the Classification Committee on July 16th, which was handled by the Fibreboard Container Association. The purpose of this hearing was to secure a change in the rule of the Classification that would permit shipping 100 piece sets in these containers; in other words to increase the weight limit that is now restricted in this ruling. In gathering information for this hearing we found that there were several potteries that were using these containers to distinct advantage, in fact it appeared in some cases that they were found shipping packages weighing more than permitted by the Classification rules. A decision has been rendered since our last meeting and the Classification Committee refused to change their ruling on this item. Your Committee will continue in touch with this matter and protect the interests of our members.

According to the information furnished at this hearing by the buyers themselves they favored the Fibreboard Container for use in the smaller packages, and gave many reasons why it was more convenient to receive ware in that way.

RATES ON STRAW TO VARIOUS POTTERIES—About three months ago we started a movement to secure some adjust-ment in our rates on straw after having noted that the railroads carry special commodity rates on straw to points where there is a considerable movement of it, and in making a survey for the pot-teries we find that they use about one car per kiln per year which, of course, makes a very considerable tonnage. In so much as there are so many points of shipment throughout the Central territory and, of course, a large number of destinations, it in-volves considerable detail work, and the railroads naturally hesi-

tated to work out all of the adjustments. We kept on this, however, and have now made a proposal to them covering all points of shipment, and, of course, all pottery destinations. The difference between the rates which we now pay and those that apply to the destinations where straw is used for making Fibreboard Containers and other like materials, is about $1.80 per ton, and were we to secure the same level of rates it would make a reduction of about $18 per car as we figure it, and a saving to the potteries in a year's time of $13,000.

The railroads have accepted our proposal up to the point of having the Committee approve it, and it has been passed on to the individual railroads for their approval, and from all that we can see it will have favorable consideration, and we are in hopes that the new rates will be effective within six months' time.

Report of the Kiln and Fuel Committee

By R. H. Pass

In preparing its report for this convention, your Kiln and Fuel Committee sent to all members of the association the usual request for items of interest concerning kilns and fuels. The following information was received:

The R. Thomas & Sons Co. of Lisbon, Ohio, who have a Harrop direct fired tunnel kiln, report that when firing this kiln with oil they have been able to get similar temperature distribution with less excess air than when natural gas was used. With oil the oxygen in the flue gases was 3 per cent to 4 per cent, whereas with gas an excess of air giving 8 per cent to 10 per cent oxygen in the flue gases was necessary.

The Warwick China Co. of Wheeling, West Virginia, have replaced the last of their old 15 foot up draft kilns with two 18½ foot down draft kilns.

The Atlas China Co., of Niles, Ohio, have completed their expansion program started in the fall of 1924. They now have three biscuit kilns of 17 feet 6 inches diam., and two biscuits of 18 feet 6 inches diam., four glost of 15 feet 6 inches and three of 16 feet 6 inches diam., and also 10 decorating kilns. They have been using coal exclusively.

The West End Pottery Co., of East Liverpool, Ohio, reports that a number of potteries in that district are using West Virginia block coal in place of Pittsburgh coal and that the West Virginia coal is giving better results due to lower sulphur and less clinker.

The Illinois China Co., of Lincoln, Illinois, are still using Indiana coal with satisfaction.

The E. H. Sebring Co., of Sebring, Ohio, report the addition of a pair of decorating kilns.

The Sebring Pottery Co., of Sebring, Ohio, have discontinued the use of oil on the glost kilns in favor of coal because of the increase in price of oil and decrease in price of coal. They report obtaining better coal today than at any time in the last twenty years.

The McNicol-Corns Co., of Wellesville, Ohio, report that they are now using coal for biscuit and natural gas for glost. They installed an oil system but have discontinued the use of oil because they found oil firing too expensive.

The Shenango Pottery Co., of New Castle, Pennsylvania, are using semi-smokeless coal in biscuit and oil in glost and enamel kilns. For a month oil was used for firing the biscuit kilns, but this proved to be much more expensive than coal firing and produced no better results so that they returned to coal for biscuit.

The Boston Pottery Co., of East Boston, Massachusetts, are continuing the use of oil for all firing, including under the boilers. They report that it is cheaper in their locality than coal and that its only drawback is an excessive attack on the fire brick.

The Saxon China Co., of Sebring, Ohio, have installed a Holcroft tunnel decorating kiln which they report has greatly increased their capacity and is giving very good results. They report also that a similar kiln was built in their French China plant in 1924. This was not included in our report of last year.

The Thomas Maddock's Sons Co., of Trenton, New Jersey, are operating their new tunnel kiln plant east of Trenton and it is understood that they have placed their old plant in Trenton on the market. The new kilns are Dressler muffle tunnels, one for biscuit and one for glost. Space has been provided for an additional biscuit and an additional glost kiln. For fuel in these kilns producer gas was finally adopted instead of oil. Small sizes hard coal is used in the producers. The producer gas equipment and the gas as fuel are reported satisfactory. No definite report has been given as to the operation of the kilns themselves, but it is understood that, excepting such difficulties as are to be expected in the adaptation of a tunnel kiln to a given process, the results are good and very promising for the future.

Concerning the Harrop direct fire tunnel kilns at Plant No. 6 of the Homer Laughlin China Co., of East Liverpool, Ohio, on which a report was made last year, an article appeared in the August number of the Journal of The American Ceramic Society giving the results to date. This is a detailed and very enlightening report and the Chairman of your Committee feels that the Homer Laughlin China Company deserves our thanks for giving us in this way the great benefit of their experience. The outstanding features of that report are that the heat treatment and heat distribution are better than in the old periodic kilns, although there are still very considerable variations, that the kiln requires very careful and skillful operation, that the fuel saving in biscuit is 63 per cent and 71 per cent in glost, and that the reduction in saggar loss amounts to about 35 per cent and the reductions in glost thirds amounts to about 15 per cent. No difference in percentage of first from the biscuit kiln is reported. Any one especially interested in the application of tunnel kilns to the white ware industry would do well to study in detail the report referred to above if he has not done so already.

The Onondaga Pottery Co. reports on the methods which it has been using to determine accurately during fire, temperatures near the center of its periodic down draft biscuit and glost kilns. Opposite the trial hole in one quarter of the kiln the saggars in the first and second ring are set about two inches apart and a saggar is set in the third ring at the end of this gap. Readings are taken of the temperature of this third ring saggar at regular intervals by means of a Leeds & Northrup optical pyrometer, the readings are plotted and a curve drawn through them. In the third ring saggar sighted upon is placed a bung of 8" R/E plates. The porosity of the rim and the center of the plate centrally located in this bung is always determined, although the porosity is usually negligible. It has been found that these porosity figures bear so close a relation to the heating curve that, in case of an error in the firing, it is possible to predict with remarkable accuracy the porosity which will be found from an examination of the heating curve. It has been found advisable in using optical pyrometers to keep on hand a check instrument which has been carefully calibrated and which is seldom used. The working instruments will not remain accurate indefinitely.

The natural objections to the above method of recording temperatures at the center of a kiln, are that considerable time is required in making readings and plotting the curves and more especially that it is not possible to obtain readings at the lower temperatures. To overcome these objections, in building the latest kilns at the new plant, a small tunnel was made under the kiln reaching to below the third ring of the kiln. From this tunnel a noble metal thermocouple projects upward into the outlet flue at the point where the burned gases enter the flue from the third ring. Thus the temperature of the gases leaving the kiln at the bottom of the third ring are recorded throughout the burn. As the temperature rises to 300 degrees or 400 degrees F. at a point 20 inches below the bottom of the outlet flue during fire and to even higher temperatures when the kiln is cooling down, it is advisable to use insulating brick under the floor where the couple is located and also to run compensating lead wires from the cold end of the couple to the outside of the kiln.

This installation has proved of very considerable assistance in the proper firing of these kilns. Attached is a diagrammatic sketch of the installation and also a graph of a glost burn taken from the instrument recording the temperature of the thermocouple at the outside of the kiln eight feet above the floor and also of the thermocouple at the third ring.

It is interesting to note in the above reports that three more firms have discontinued the use of oil as fuel either entirely or in part. Last year one firm reported a return to coal and a second reported dissatisfaction with oil as fuel and their intention of turning to coal. These five firms have found oil either too damaging to their kilns or too expensive, or both. In this connection it will be recalled that at the Convention held in April, 1923, a report was made, based on the answers to questionnaires, to the effect that oil cost from 23 per cent to 42 per cent more than coal for the same amount of ware fired. However, many firms are holding to oil firing and evidently find it satisfactory. Oil firing is a very different problem from coal firing and requires different technique, a careful selection of burner, and usually certain changes in the kiln. From results obtained, it would appear that, apart from the item of relative expense, oil firing can be made successful on most kilns.

The Mercer Pottery Co., of Trenton, New Jersey, has reported such excellent results from the use of periodic, down draft biscuit, glost and decorating kilns designed by a member of their committee, Mr. Marc Solon, that the following description of these kilns by Mr. Solon has been incorporated in this report:

"The object in reconstructing and altering the principle of the old type of open and muffle kiln, was in the first place, to insure a more perfect distribution of the heat, an absolute control of the atmosphere during firing, and bring about economy of fuel and prolong the life of the brick-work.

"The results obtained with these kilns, so far, is as follows: iscuit kiln 18 feet 9 inches in diameter, 21 feet to the crown, roducing, of general earthenware, an average count of over 7,000 ozen; fires with approximately 6½ tons of bituminous coal with temperature difference between the first ring and bottom of the uffle, of less than one-half cone, while the kiln which was conructed in December of 1913 and used continuously from that time date, has not had a single repair to the interior of the kiln, ith the exception of the bags, and only partial replacements to the eeks of the mouths.

"The decorating kiln, constructed on this new principles has a uffle measuring 24 feet long 7 feet 6 inches wide, equipped with nly four small fire boxes, consumes an average of 1,200 pounds f coal and acquires an absolutely uniform temperature throughut the entire kiln. The box of this same kiln did not require reair for a period of five years, and the decalcomania which it roduces is brighter and more deeply sunk in the glaze than the ame decalcomania fired in the old type decorating kiln.

"The large kilns are now being used for the firing of general arthenware, vitrified china, sanitary ware, and electrical porcelain, and are about to be adopted by one of the largest concerns f this latter industry.

"The principle of the large open kilns is down-draft. The enire heat and flame rise from the bag, ascends to the crown, rom where it is induced downward through flues in the bottom f the kiln, passing under the bottom and up through the flues in he walls of the kiln, and from thence to the cone. The fire nouths are small, requiring only from 1½ to 3 small shovels of oal baiting which lasts from 1½ to 1¾ hours. The bottom of he kiln is flat and of such construction that these flues maintain heir size and measurement, and so insure a constant draft dur ng the whole life of the kiln. There is, of course, no well-hole, as no flame goes directly from the fire mouth to the center of the kiln. For that reason, the bungs are set across the center of the kiln, and the space formerly occupied by the pipe bung is utilized.

"In the decorating kilns, the flame is made to travel practically the entire circle of the muffle twice before it is liberated to the atmosphere.

"The form of construction of these kilns is extremely strong, the kilns being built upon a solid mid-feathers and the arches which are in the old type of kiln to carry the muffle, are abolished. The entire weight of the contents is carried on these solid midfeathers, and none of the weight is brought to bear upon the unsupported tile.

"These kilns has been in constant operation for a number of years and can no longer be considered in any way experimental."

There can be no question that the great factor in the kiln and fuel situation today is the railroad tunnel kiln. Railroad tunnel kilns are successfully invading nearly every branch of the ceramic industry. It is said that there are upwards of 100 tunnel kilns of various types in this country today. In fact, it is being prophesied that the day will soon arrive when the building of periodic kilns will be the exception rather than the rule.

There are, generally speaking, four types of railroad tunnel kilns; the direct fire, more or less longitudinal draft type which is represented with numerous variations by the Harrop, the Marlow, the Russell, the Dressler direct fire, the Didier-March kilns and others with which the writer is not familiar; the direct cross fire type with recuperators designed by the Dressler Company, none of which have been built to date to the best of the writer's knowledge; the muffle type, represented by the Holcroft kiln for lower temperatures and for very high temperatures by the McDougal kiln and others which, it is believed, have not yet been placed on the market. One of the latter which the writer has seen in operation was developed by the late Mr. Harper, vice-president of the Niagara Falls Power Company. It has a very small, low tunnel, the ware is placed one piece high and is heated entirely by radiation, mostly from the top of the muffle, the heat being supplied by electric current through graphite resistors. The only limit to the temperature that can be obtained in this kiln is the endurance of the refractories and resistors. It is understood that the Jeffrey DeWitt Porcelain Company and the Buffalo China Company are experimenting with the application of this kiln to their work. The fourth type is really a development of the third and might be called the muffle-convection type. It is built by the Dressler Company and is commonly known as the standard Dressler Kiln.

Of these four types, the first is by far the most common. The direct fired kiln has a great advantage in lower cost of construction. In fact, it is said that some direct fired tunnel kilns can be built for considerably less than it would cost to build the old type periodic kilns of the same productive capacity. There are, however, certain characteristics of the direct fired kiln tending toward lack of uniformity in heat distribution which are difficult to overcome. Much effort is being devoted to overcoming this difficulty and undoubtedly better kilns of this type will be built in the future.

The next most common type is the muffle-convection kiln. In this kiln some of the difficulties of the direct fired kilns have been overcome. The kiln is, however, quite expensive to build.

Although progress in the design and construction of the railroad tunnel kiln probably will be rapid for a number of years to come, it is evident that we have reached already the point where we should carefully consider this type of kiln before investing heavily in additional periodic kilns. The following data indicates the extent to which railroad tunnel kilns are being used.

In preparing this report several of the more prominent tunnel kiln builders were asked to furnish information concerning installations of their kilns in this country. The Carl B. Harrop Company reports 41 kilns built or for which contracts have been signed. Of this number 15 are for brick, roofing tile, flower pots, and stoneware,, 9 are for electrical porcelain, 4 are for sanitary ware, 4 are for wall and floor tile, 7 are for semi-porcelain and 2 are for vitrified hotel ware. The last mentioned were constructed at the Chelsea China Company in 1919. The company is not now operating.

The American Dressler Tunnel Kiln Co.'s report is for kilns constructed since January, 1923, only. Of the 18 kilns built for the ceramic industry in this period, all are what has been called the muffle-convection type, excepting two, which are direct firing. One of the latter is for floor and wall tile and the other for fire brick. Of the 16 muffle kilns 4 are for glass pots and terra cotta, 4 are for floor and wall tile and 8 are for sanitary ware. Most of these kilns were built on repeat orders; in two instances there were already two similar kilns in the same plant, in one case the last kiln to be built made five belonging to the same company.

The Russell Engineering Co. report a total of 19 tunnel kilns built or building and of these 3 are double tunnel kilns, making a total of 22. 16 kilns are reported in the sanitary industry, 7 belonging to one company, the W. A. Case and Sons Manufacturing Company (successors to Zwerman Company), 2 kilns are used for heating electric carbons and 4 for roofing tile, terra cotta, fire brick and glass pots.

No report was received from the Marlow Tunnel Kilns Co., but it is known that a Marlow kiln is in operation at the Mosaic Tile Company, and it is understood that another is in the course of construction at the Fraunfelter China Co.

There are several other high temperature tunnel kilns which probably are adaptable to the pottery industry, including the Owens and Didier-March, but we have not at hand any accurate information concerning the number of these kilns built or in operation.

For overglaze firing the Holcroft Company report the construction of 4 tunnel muffle decorating kilns, 1 at the Mt. Clemens Pottery Company, 1 at the Homer Laughlin China Co., Plant No. 6, 1 at the French China Company, Sebring, Ohio, and 1 at the Saxon China Company, Sebring, Ohio.

Summarizing the information at hand concerning the railroad tunnel kiln for biscuit and glost firing: The saving in fuel as reported above by the Homer Laughlin China Co., from 63 per cent to 71 per cent seems to accord with general experience, savings ranging roughly from 60 per cent to 70 per cent. Although the Homer Laughlin China Co. report no saving of labor, this is certainly not the general experience. Based on what information is available and on a consideration of the difference in work required, a saving of 20 per cent in the cost of placing and drawing for biscuit and glost combined appears conservative. The above mentioned pottery reported a reduction in the loss of saggars of 35 per cent. There are no other figures available with which to compare this, but that there should be an appreciable saving in saggars seems reasonable, unless the temperature changes are too sudden.

As against these advantages must be considered the difficulty of installing a tunnel kiln in an old plant so as to gain the full advantages which the kiln offers, the inflexibility of tunnel kiln operation, the cost of the kiln, but not least, the problem of adapting the kiln to more or less fixed conditions of body composition and firing behavior, shapes and sizes of ware, and method of placing.

The Homer Laughlin China Co. and many other users of tunnel kilns report better firing results from these kilns than from the old periodic kilns. However, it is the opinion of the writer, based on all the available information, that we are not justified at the present time in concluding that in our work, and especially in the biscuiting of American china, better or even as good firing is to

be obtained in the tunnel kiln as in the best of the down draft periodic kilns, using the same type of instruments and the same intelligence and skill. Your Committee believes that it will be able to present some interesting data bearing on this important matter at our next Convention.

Report of Machinery

Demand for labor-saving machinery in the pottery industry is increasing according to a report presented by Marc Solon, chairman of the machinery committee, who in addressing the meeting said: Your committee begs to report that, with the exception of a new spreader for dishes and bakers, devised and patented by the W. S. George Pottery Company, the building of no special machinery has been reported.

Below we give a list of additional machinery installed at various plants:

Atlas Pottery Company. One New Erie Boiler, water heater, receiver, feed pump and other equipment have been installed, engine has been dispensed with and plant completely motorized.

Dipping Room: One additional Glaze Tank has been installed and a large motor.

Mould Shop: has new power Jigger and Whirler Motor Driven. Shop heated with large Unit Heater manufactured by American Blower Co.

Casting Shop, Sagger Shop and Green Room heated with low pressure Unit Heater manufactured by American Blower Company.

Slip House: New equipment consists of one Grossley Horizontal Body Pug Mill, front discharge type, operated by a 15 H.P. Westinghouse Motor—Blunger Mills, Pumps, Agitators operated by 50 H.P. Motor, Sifters being operated by 5 H.P. Motor, Louden system of Clay carrier has been installed from Pug Mill to Jigger Clay Department; and heated by 2 Unit Heaters, American Blower Company, low pressure; Nine Protor and Schwartz dryers have been installed, each having 3 H.P. Motors for drive and each Jigger operated by ¾ H.P. motor. Three Cain Jiggers have displaced three old ones, new dish and Cupmakers. Stoves are of Natco Tile Construction, with Bow Wheel equipment for Dishmakers and McMasters for Cups, the cup Jiggers being operated by ½ H.P. Natco Tile, making all of Fireproof construction.

Decorating Department: Two new Decal Machines have been installed (Hall type), Motor driven.

Glost and Bisque Kiln sheds: have Louden overhead carriers for bringing in the coal and taking away the débris, each carrier running to the coal on the outside of the plant and brings the coal from the cars where they are being unloaded.

The Bailey-Walker China Company. 188 K.V.A. motor, generator and engine, sand blast machine and printing machine.

Carrollton Pottery Company. Sagger Grog Grinder equipped with motor and screen.

Edwin Bennett Pottery Company. Electrically driven aerograph machine.

French China Company. New decorating machine.

Illinois China Company. Dipper's mangle.

Limoges China Company. Mueller sagger machine.

National China Company. Dish jigger and ware elevator to carry ware from the clay shop on the second floor to green room on first floor.

Pope-Gosser China Company. Revolving stove room and oval jigger for making dishes, bakers and pickles.

Saxon China Company. Decalcomania machine and moving drying racks to eliminate the use of boxes for flat ware.

Sebring Pottery Company. Dish jigger.

Shenango Pottery Company. New type of sifter, manufactured by Orville Simpson Company, Cincinnati, Ohio.

Southern Potteries. Two dipping mangles.

Sterling China Company. Dipper's drying Mangle.

It will be noticed in the above report, and also from former reports presented by your committee, the actual increase in the number of dipper's mangles installed. An introduction of this machine would undoubtedly result in the general improvement in the quality of our merchandise.

Report of Art and Design Committee

J. Donald Thompson, of the Thompson Pottery Co., of East Liverpool, in presenting a report for the Art and Design Committee said:

"Our banner year for changes both in shape and decoration has arrived. 1925 will go down in our history as the modern Renaissance in American Pottery. There have been radical changes in shape, brilliant decorations have replaced dainty ones, and last but not least the production of Ivory Ware has greatly increased. Let us then discuss the new things in that order, shapes, decorations, and bodies.

"The plain severe lines so popular in recent years have been replaced by fancy elaborate shapes with irregular surfaces. Fluted and octagonal ideas are included in nearly all the new shapes. There are long and short flutes, wide and narrow flutes, deep and shallow flutes, in fact, like the rubber tire industry, our "non-skids" have come to stay. To date there have been twenty-one new shapes reported as ready for 1926 business.

"The following list shows the maker and the name of each:

The Atlas China Co.,	Ideal	
	Santa Maria	
Boston Pottery Co., Inc.,	Caroline	
The Colonial Co..	Versailles	
The Crooksville China Co.,	Hostess	
Crown Potteries Co.,	Unnamed	
The French China Co.,	Unnamed	
The W. S. George Pottery Co.,	Astor	
The Edwin M. Knowles China Co.,	Maryland	(Ivory)
	York	
The Knowles, Taylor & Knowles Co.,	Gloria	(Ivory)
The Homer Laughlin China Co.,	Yellowstone	(Ivory)
The D. E. McNicol Pottery Co.,	Majestic	
The T. A. McNicol China Co.,	DeLuxe	
The National China Co.,	Rose Marie	
The Pope-Gosser China Co.,	Athena	
The Steubenville Pottery Co.,	Olivia	(Ivory)
	Octagon	(Ivory)
The U. S. Potters Association,		
The Taylor, Smith & Taylor Co.,	Belva	
The C. C. Thompson Pottery Co.,	Stafford	

"Truly the above is a splendid achievement for one year.

"As to decorations the changes have been just as sweeping. Brilliant colors replace dainty ones. Centers, and centers with side sprays, seem to have taken the front of the stage from the borders and medallions. It really seems that the louder, more gaudy a pattern is the better it sells. However, borders will always be sold in large amounts, but we have to admit that the demand is less both for borders and medallions. Hand painted effects are much sought after. New and startling color combinations have appeared which figuratively 'Knock your eyes out.' Any color 'as long as it is yellow' will sell. In passing we must mention a new type of decoration just produced on the beautiful new Maryland shape by the Edwin M. Knowles China Co. The raised figures on this shape are traced out with enamel color combinations. The effect of these on the beautiful Ivory body is most novel and appealing. The use of underglaze designs is on the increase. In fact any kind of decoration to be successful must be different.

"The making of Ivory Ware is now the main topic in every pottery gathering. On the first of January, there will be seven plants on Ivory which six months ago made white. As far as we know all these plants are making Ivory body and not using the Ivory glaze on white body. All shades of Ivory are being made. This background for the brilliant unusual colorings produces fine effects. There is a big demand for Ivory. There is a good demand for new and different decorations. This is a healthy sign and shows that changing styles and fashions which have been the cause of so much good business in other American industries have at last come to the dinnerware industry.

Lee Schoenthal Mourned

(Continued from page 23)

under Mr. Gardiniere, then buyer for the Jordan Marsh Co., Boston, who was to be the head buyer. The latter finally did not take the place, however, and John Ling was engaged instead for the head buyership. Mr. Schoenthal remained as assistant to Mr. Ling for over a year and then upon the death of Harry Knatz, buyer for Gimbel Bros., Philadelphia store, the firm transferred Mr. Schoenthal there to take Mr. Knatz's place, which he filled so successfully that when Mr. Ling resigned about two years later, the firm had gained so much confidence in his ability, that he was placed in Mr. Ling's place in New York.

He still retained the buyership of the Philadelphia store as well, but after a time the task became so arduous that Mr. Schoenthal's assistant in New York, A. S. Baker, was given charge of the Philadelphia store, with Mr. Schoen-

(Continued on page 39)

hal acting as supervisor or merchandise manager over the departments, both in the Philadelphia and Milwaukee tores.

By this time Mr. Schoenthal had developed wonderfully, nd his record as one of the most successful operators n the business, is too well known to need further comnent.

About two years ago he adopted practically the same olicy with the New York store as with the firm's other stores, acting in a supervisory capacity over the departnents. When he relinquished the duties of buyer, Langley Hawthorn formerly buyer of Abraham & Straus, Brooklyn, went with the firm as buyer. Mr. Schoenthal, however, did attend to the foreign buying, in china, glassware and lamps and for several other departments of the store as well, making frequent trips to Europe and the Orient.

The following notice placed in all the leading New York daily papers last Monday by Gimbel Brothers., illustrates the high affection in which he was held by his firm.

The funeral was held at Mr. Schoenthal's late home, 260 Riverside Drive, New York, Monday morning at half past nine o'clock. The service was one of the most largely attended by members of the trade of any in recent years.

The service was conducted by Rabbi Stephen S. Wise, a personal friend of Mr. Schoenthal, who spoke feelingly of the fine character and life of his late friend.

Among those who attended the funeral were as follows: Members of the firm of Gimbel Bros., Louis Gimbel, Sr., Bernard Gimbel, Sr., Lee Adam Gimbel, Sr., Ellis Gimbel, Jr., and Louis Gimbel, Jr. Those connected with the china, glass and lamp departments were Langley Hawthorn, Frank Gelb, Leo Taubin, K. Miami, Mr. Fisk, Esther Turner, Eleanor Wintermuth, Fannie Lesser, Bessie Rosenbaum, Bessie Klein, Alice Connery, Mollie Jacobs and Anna Assenheim ,also A. S. Baker of the Philadelphia store. Those connected with other departments of Gimbel Bros., New York, were: Sheldon Coons, John Hammer, Thomas Clements, Frederick S. Hoag, Barney Marx and J. Quinn. Among the members of the trade were Wm. S. Pitcairn, of the Wm. S. Pitcairn Corp.; L. S. Hinman, of Theo. Haviland & Co., Inc.; George Semler, of Geo. Borgfeldt & Co.; George L. Kearney, W. Allen, Fred Grohl, Paul Schneeloch and C. F. Baumgartner, with Geo. Borgfeldt & Co.; E. W. Hammond, Max Herbert and Samuel Neuwirth, of the Herbert & Neuwirth Co.; Sig Herbert, of the Herbert Glass & Import Corp.; David L. Wise, of David and Charles L. Wise; Clarence Young, of Vail & Young; J. Guy Hawthorn, of the Hall Concrete Products Co.; Norman Hawthorn, Thomas Smallwood, with Haviland & Abbot Co.; Harry Smallwood, with Bryce Bros. Co.; William Albert, with Chas. H. Taylor; Harry S. Clarke, with B. Tomby & Co.; Percy N. Leyland, of Percy N. Leyland, Inc.; M. S. Benford, Joseph Roseman, with A. E. Hull Pottery Co.; J. B. Hardenbergh, with Pyrex Division of the Corning Glass Works; Louis Levien, Julius Hirsch, of the Hirsch Malgood Co.; Ernst B. Koscherak and Max Strensch, of Koscherak Bros.; Joseph Warner, of Warner Bros.; Louis Klayf, buyer for Bloomingdale Bros.; L. J. Gaspar, buyer for John Wanamaker; Lee Moses, buyer for Frederick Loeser & Co.; G. E. Minard, buyer for Stern Bros.; Walter Browning, buyer for R. H. Macy & Co.; Oscar Kopel and M. A. Van Nostrand, of Rowland & Marsellus; Henry Bloch, of L. D. Bloch & Co.; Henry Bigart, with L. D. Bloch & Co.; A. J. Strikow, Julius Rosenfeld, of Lazarus & Rosenfeld; Arthur Bean, with Graham & Zenger; Harry Moscovitz, Wm. McKenna, of McKenna Bros.; Herman Kashins, of the H. Kashins Co.; Charles Aaron, of the Homer Laughlin China Co.; Edw. B. Dickinson, of Edw. B. Dickinson, Inc.; John Skelton, with Frederick Skelton; S. H. Slobodkin, Rudolph Gaertner, Clifford Newland, Louis Greenwald, with Morimura Bros.; R. E. L. Wells and Leon Sultan, of Nathan Straus & Sons, Inc.; H. R. Handy, of the Pottery, Glass & Brass Salesman and F. Calvin Demarest, of the CROCKERY AND GLASS JOURNAL.

Alfred Rosenfeld Dead

MEMBER OF LONDON AND NEW YORK FIRM PASSES AWAY FOLLOWING OPERATION

Julius Rosenfeld, head of the importing firm of Lazarus & Rosenfeld, received a cablegram from London, England, last Thursday, announcing the death on Wednesday, December 2, of his brother, Alfred Rosenfeld, actively identified with the London firm of Lazarus & Rosenfeld, Ltd. He was also a partner in the New York concern.

Mr. Rosenfeld was a man of considerable importance in the firm having taken charge of the technical supervision of their various factories.

He was last in America in 1902 when he came here on a visit.

The news of his death was a distinct shock to his brother Julius, as the latter had no previous intimation that his condition was critical.

He had been complaining for three or four weeks previous to his death but his physicians had been unable to diagnose his trouble. They decided to operate on him and the operation took place on Wednesday and Mr. Rosenfeld died the following morning. He was 51 years of age.

He is survived by his brother in this country, Julius Rosenfeld, head of Lazarus & Rosenfeld, New York, and two brothers, Louis and Ernst, both in the Japanese importin gbusiness in London and three sisters, one a resident of London and another of Manchester, England, and one of Australia.

Accounting Problems

(Continued from page 23)

totals of all transactions are posted. Subsidiary ledgers, such as Accounts Receivable and Accounts Payable ledgers, to which individual postings to Debtor's or Creditor's accounts are made daily, are now controlled by corresponding General Ledger Accounts, called Controlling Accounts. Thus Sales and Purchases were eliminated from the Journal.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China. Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *43 Murray St.*
Importer of Crockery, China and Glassware for immediate delivery.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *11 East 36th St.*
The Famous "Haviland China" known since 1840.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

WILLIAM G. MUELLER, Inc., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb Also Fancy China from Winterling.

LA PORCELAINE LIMOUSINE, *39-41 West 23rd St.*
Formerly M. Redon. Alfred G. Moment, Agent.

PERCY N. LEYLAND, Inc., *184 Fifth Ave.*
King & Barrett, teapots; George Jones & Sons, Ltd., china; Wedgwood & Co., Ltd., earthenware. Telephone, Gramercy 6626.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

SPERRY & HUTCHINSON CO., *Broadway at East 17th St.*
Direct Factory Representatives for Imported English Earthenware, China and Teapots. Domestic Dinnerware and Glassware. Joseph W. Wallace, Manager.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY, *20 West 23d St., Representing:*
Royal Dresden, Lorenz Hutschenreuther, Koenigszelt, Paul Mueller, Reinhold Schlegelmilch, Royal Karlsruhe, Majolica.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS CO., *Huntington, W. Va. New York Sample Room, Cox & Co., 120 Fifth Ave.*
Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

HOLIDAY NUMBER

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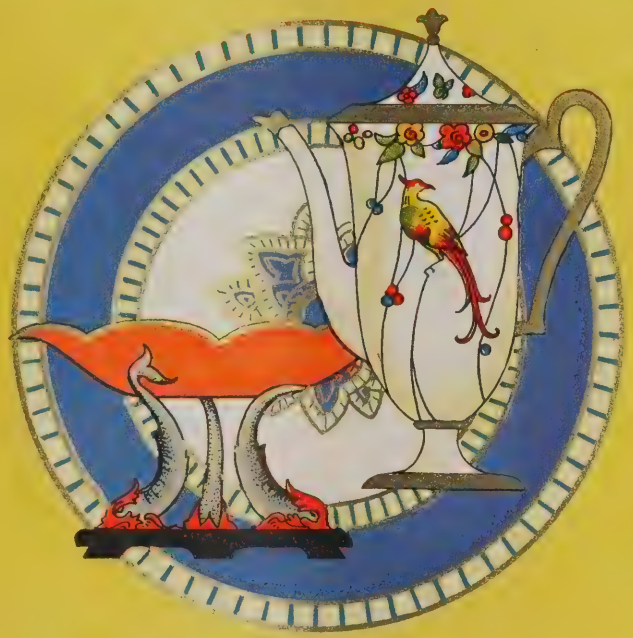
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"NORITAKE CHINA"

NORITAKE
M
JAPAN

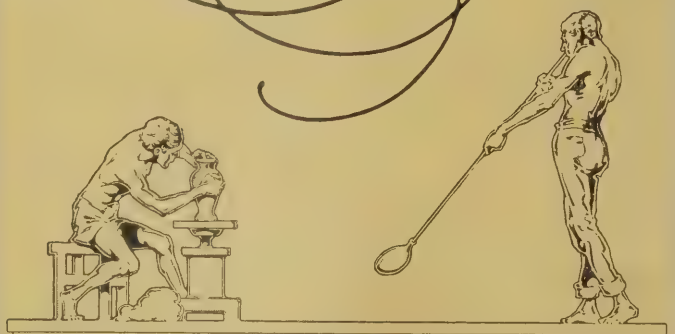
Dinner Ware Fancy China



Morimura Bros. Inc.
53-57 West 23rd St.
New York City.

Drakenfeld

COLORS · MATERIALS
CHEMICALS · OXIDES
for
Pottery, Glass & Enameled Ware
Manufacturers



B. F. DRAKENFELD & CO.
INCORPORATED
NEW YORK

Crockery and Glass Journal, published weekly at New York, by Demarest Publications, Inc. Subscriptions $3 per year. Editorial and Advertising Office, 45 East 17th Street. Entered as second-class matter, September 2, 1920, at the post office at New York, under the act of March 3, 1879.
Vol. 101. No. 25. December 17, 1925.



No. 2555/12 in. $5.75 doz. No. 2553/8 in. $2.75 doz. No. 2556/6 in. $1.75 doz. No. 2557/10 in. $3.75 doz.

No Packing Charges

Equal to Silver Deposit But — Less Expensive

Quality Goods Popular Prices

As usual, **Dunbar continues to lead in offerings of Decorative Vases.**

Onr newest decoration being so perfect a copy of the expensive Silver Deposit vases, that they could easly be called V A S E S, were it not for our low prices.

Nothing else you can use will "Pep up" your January Sales, and help you clean up your stickers, like a liberal showing of Dunbar Vases.

Order Now for January Delivery

Don't fail to see exhibit of our "Quick Turnover" line, room 1144, Fort Pitt Hotel, Pittsburgh, Penna., January 11th to 30th.

If you can't arrange to visit the "Pittsburgh Show" be sure and visit our nearest showroom.

Ba'timore, Md.
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Harry T. Thomas & Co.

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328 West Eighth Avenue
Davis & Mcquarrie

Agents Wanted in Open Territory

Dunbar Flint Glass Corporation

Dunbar-Kanawha, West Virginia

Exclusive Lines of
CHINA AND GLASSWARE
CONTROLLED BY
Sperry Service

DINNERWARE AND FANCY GOODS

BARKER BROS., LTD.
LONGTON, ENGLAND
Hand Painted English Dinnerware and Fancy Goods

J. H. WEATHERBY & SONS, LTD.
HANLEY, ENGLAND
Well Known English Dinnerware "It Never Has Crazed."

THOS. POOLE & SONS, LTD.
LONGTON, ENGLAND
"Royal Stafford" Bone China Dinnerware

SAMPSON-SMITH CO., LTD.
LONGTON, ENGLAND
"Wetley China" Fancy China and Tea Sets

WM. LOVATT & SON, LTD.
LONGTON, ENGLAND
High Grade Rockingham and Samian Plain and Decorated Teapots. Also Jasper Specialties

ALSO
Importers and Agents for a Leading Line of Czecho-Slovakian Dinnerware and Tea Sets

ALL ABOVE SOLD ON IMPORT OR OUT OF STOCK

DISTINCTIVE GLASSWARE

EDINBURGH AND LEITH
EDINBURGH, SCOTLAND
Manufacturers of the Finest Rock Crystal Ware

CZECHO-SLOVAKIAN NONIK
Exclusive American Importers of Czecho-Slovakian Nonik, Decorated with Pantograph Etched Designs.

Also—an exclusive domestic line of Water Sets, Iced Tea Sets, Stemware and Specialties, etc., in crystal crackled, colored optic and crackled effects.

VISIT OUR DISPLAY OF THESE LINES AT
Pittsburgh Rooms 663-665 Wm. Penn Hotel
Henry Mansell in Charge

The Sperry & Hutchinson Co.
860 Broadway New York

MUELLER 1926 LINES BETTER THAN EVER

HEINRICH Dinnerware and WINTERLING Fancy China



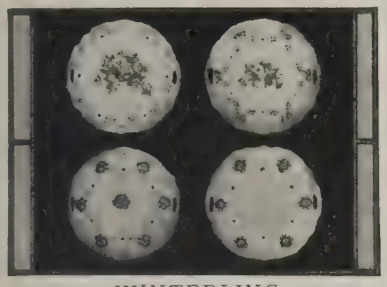
WINTERLING
Fir Assortment. 6 doz. to case. 6 patterns. (4 shown.)



WINTERLING
Danish blue. Original packages and open stock.



HEINRICH
No. 9728. Original packages and open stock.



WINTERLING
Heliotrope Assortment. 12 doz. to case. 6 patterns. (4 shown.)



HEINRICH
No. 9638. Original packages and open stock.



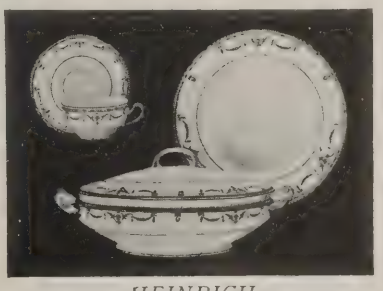
HEINRICH
No. 9714. Original packages and open stock.



WINTERLING
Beech Assortment. 12 doz. to case. 6 patterns. (3 shown.)



HEINRICH
No. 8021. Original packages and open stock.



HEINRICH
No. 9596. Original packages and open stock.

Volume for Us Means Value for You

There's nothing new in the business practice of favoring the big operator on prices.

We frankly admit that we sell great quantities of HEINRICH Dinnerware and WINTERLING Fancy China, in these United States and adjacent points.

Therefore we get certain price advantages.

And do we pass them on to you? We do.

See the Mueller lines

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware and Winterling Fancy China

ENTIRE FIFTH AND SIXTH FLOORS—49-51 WEST 23RD STREET, NEW YORK CITY

MERCER

The first factory in the United States to manufacture thin semi-porcelain dinnerware; the foremost ever since.

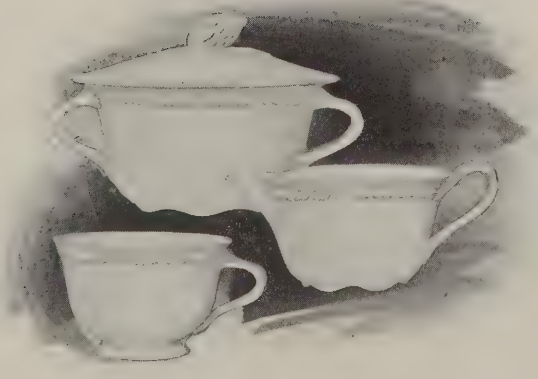


THE LOWESTOFT

This shape is made only in our new ivory body and is the ONLY American porcelain dinner-ware decorated with floral and other treatments

UNDER THE GLAZE



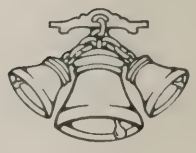


Showing the manner in which the handles are made with plaited strips of clay.

MERCER POTTERY COMPANY

Trenton, New Jersey

Agents for middle west—E. M. Meder Company
17 North Wabash Avenue, Chicago, Illinois



We wish all of our friends in the trade

A Merry Christmas

and a

Happy and Prosperous New Year

J. H. Venon, Inc.

J. H. Venon

President

The

Vodrey Pottery Co.

ESTABLISHED 1857 INCORPORATED 1896

Makers of the best

White Granite and Semi-Porcelain

Plain and Decorated

East Liverpool, Ohio

New shapes and decorations for 1926. Advance samples now ready. Call and inspect our lines when visiting the market. It will pay you.

L. E. HELLMANN, President

Telephones: Ashland 7816-7

CHARLES WEISS, Vice President

The Rosenthal China Corporation

Rosenthal SELB

R. C.

Sole Distributors of the famous "ROSENTHAL" products the best there is in

Rosenthal

Dinnerware
Short Lines
Art Figures
Hotel China
Banquet Service

THE NEW ROSENTHAL PLACE PLATES will be a revelation in designs and shape. Inspect them for your sake and their own. A FEW HUNDRED DOZEN ALWAYS KEPT ON HAND IN NEW YORK—BESIDES

Thirty-five Open Stock Patterns

New stock additions for Fall trade now coming off the boat.

Continental Ceramics Corporation

Thomas F. THOMAS MARKTREDWITZ

Sole Distributors of THOMAS China and Affiliated lines.

KPM WALDENBURG

WE started with TWO POPULAR PRICED STOCK PATTERNS on the renowned EMPIRE SHAPE—the trade made us add THREE MORE THIS YEAR. Have them do for you what they did for others.

149-151 Fifth Avenue *Corner 21st St., Ninth Floor* **New York**

Lines Will Be Displayed During the Pottery & Glass Exhibit

In Rooms 607 and 609

Wm. PENN HOTEL, Pittsburgh

S. HIRSCH *In Charge* HARRY H. LEWIS

The American Clay Products Company

Zanesville, Ohio

World's Largest Manufacturers of Stoneware

Flower Pots, Mixing Bowls, and Kitchen Specialties

Owning and Operating Modern Tunnel Kiln Factories

Superior Quality Wares—

Prices Competitive

Complete Lines on Display During Annual

Pittsburgh Pottery & Glass Show

Room 640 **Fort Pitt Hotel**

Messrs. V. D. Kinnan and G. S. Springer in Charge

THOMPSON

We Announce

Our New Shape

STAFFORD



Made in *Pearl White* Semi-Porcelain

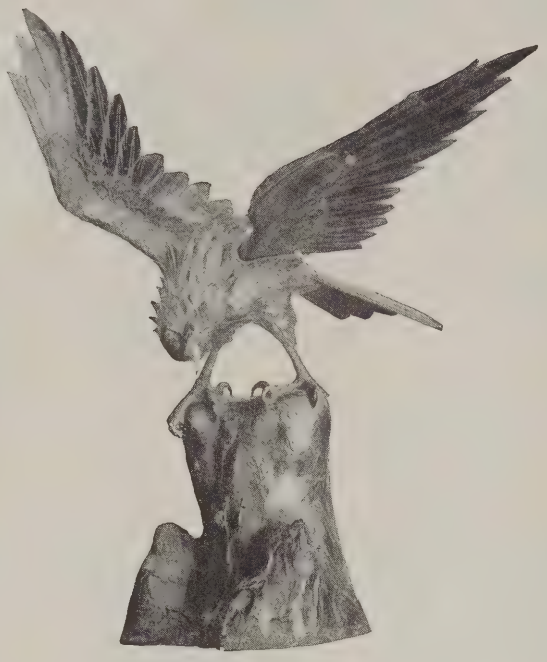
The C. C. Thompson Pottery Co.

EAST LIVERPOOL, OHIO

Manufacturers of

DINNER WARE

Samples may be seen in Room No. 680 at the Fort Pitt Hotel during the Pittsburgh Show or at the Factory Sample Room.



The Pinnacle

in service and quality of merchandise, is ever our goal—

And this New Year sees us with the continued ambition to maintain our station on the topmost height of excellence.

New Year's resolutions are in order for all—let us resolve to help each other to retain the good-will of our old friends and gain the confidence of our new ones—with a service and quality of merchandise which can be depended upon.

We Offer Our Sincere Best Wishes
For A Merry Christmas and
A Happy New Year to All!

Taiyo Trading Company, Inc.

IMPORTERS OF JAPANESE GOODS

101 Fifth Ave.
New York

327 W. Madison St.
Chicago

New England Representative—Fuse Company, Boston



National leaders gather here

IN NEW YORK, the really big leaders in housewares maintain their offices in The Fifth Avenue Building. Whether your special line may be art and gift novelties, earthenware, glassware, lamps or bathroom fixtures, you will find many firms displaying your needs. One buying trip in one building will suffice for your seasonal requirements. Pleasant surroundings, successful associates, and convenient location make The Fifth Avenue Building the logical place to do all your New York buying.

Ten minutes from the Pennsylvania Terminal, thirteen minutes from Grand Central, all uptown and downtown New York within equal, or less, riding distance by subway. Buses and surface lines pass the door. Two elevated lines within two blocks.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue, at Madison Square, New York

"More than an office building"

A Greeting and an Invitation

IT'S the season of the year again for the usual greetings. Here they are, all of them. Just write them down, all the good wishes you want wished you, and I'll cheerfully sign on the dotted line.

¶ But I'd rather shake hands personally and tell you face-to-face how fine you're looking. Look me up at the Pittsburgh Show next month. I want to see you. I have some new things to show you, too, that you will be glad to see.

The Hall China Company
East Liverpool, Ohio

F. A. Hall

President



The New

Jeannette BRIDGE SET

[27 Pieces]

Truly Something New!

HAS an abundance of appeal—CONSIDER QUALITY—made of the best of glass and highly polished. Craftsmanship is asserted in the appearance.

THE COLOR alone is of note (made in Green and Topaz). The green is delicate, somewhat like a brilliant apple green but still so different and distinct we've named it JEANNETTE GREEN. The other color is a warm, rich amber color called TOPAZ.

A wonderful value, it

Retails at $7.50

and shows you a handsome profit. A Retail price of $5.00 for the

TEA SET

[21 Pieces]

THE BRIDGE SET
CONSISTS OF
8 CUPS & SAUCERS
8 SALAD PLATES 8″
1 SANDWICH TRAY
1 CREAMER
1 SUGAR

THE TEA SET
6 CUPS & SAUCERS
6 SALAD PLATES 8″
1 SANDWICH TRAY
1 CREAMER
1 SUGAR

A FLINTEX "QUALITY" PRODUCT OF

Jeannette Glass Company

Jeannette, Pa.

David L. Wise—Charles L. Wise

Direct Factory Representatives

10 West 23rd Street :: :: New York

Representing

EMIL F. KUPFER - - - - *Rich American Cut Glass*
LIBERTY WORKS
Light Cut, Colored and Decorated Glassware
GEORGE ROSS CO. - *Pottery Base Lamps and Shades, etc.*
J. E. MARSDEN GLASS WORKS - *Kold or Hot Utility Glass*
WESTERN CHINA WORKS
Lustre Vases, Lamp Bases and Lamps
BISON DECORATING CO. - - - *Decorated Glassware*

We wish to extend in behalf of ourselves and factories cordial Christmas Greetings and best wishes for the NEW YEAR

Special Sale Items in all of the above lines

On Display During Pittsburgh Exposition

FORT PITT HOTEL
Rooms 342, 343 and 344

IN CHARGE OF CHARLES L. WISE
ASSISTED BY CHAS. A. COHN



"Old Central Spiral"

THE Graceful spiral, so popular in the line of "Old Central" tableware, is again featured in several new additions. Notable among the newer pieces are the candlesticks and footed bowl illustrated. The candlesticks include both low and high models, four and eight inches respectively.

The entire spiral stemmed line, known as factory number 1426, includes straight and diamond optic Goblets, Sherbets (high and low), Wines, Cocktails and Parfaits, and is offered in all rose, or with crystal bowl and rose, light blue, emerald or amber stems.

Popular as our Number 1426 is, the beauty of this line is but a hint of the attractive offerings to be found in the new season's showings from "Old Central". The entire line will be displayed during the Pittsburgh Show at Room 790, Fort Pitt Hotel.

Central Glass Works
Wheeling, W. Va.
Old Central Quality

BRANCH OFFICES:

A. P. DOCTOR
1107 Broadway.....New York, N. Y.
WM. C. BYRNES
311 Denckla Bldg...Philadelphia, Pa.
JOE BRUNNER
Terminal Sales Bldg...Seattle, Wash.
HIMMELSTERN BROS.
718 Mission St...San Francisco, Cal.
HIMMELSTEIN BROS.
643 Olive Street....Los Angeles, Cal.
H. T. THOMAS & CO.
29 S. Hanover St.....Baltimore, Md.
E. H. REEL
308 Buttles Avenue..Columbus, Ohio
R. J. LEWIS
14 Blymyer Bldg....Cincinnati, Ohio
E. S. PEASE CO., INC.
700 Main Street.....Buffalo, N. Y
BUBAR & COMPANY
828 Taylor Street..Fort Worth, Texas
WALTER F. JONES
Chicago and Middle West
E. J. PURINTON
Dover, N. H.

Anchor Mfg. Co.

Manufacturers and Decorators of

Glassware and China

Will exhibit their 1926 line of

Gold and Silver Encrusted Glassware and China

...at the...

Fort Pitt Hotel

Pittsburgh

Rooms 242 and 243

From January 11th to 30th

M. S. Benford :-: **H. Bronsther**

In Charge

New York Salesroom
M. S. Benford
22 West 23d Street

Factory
377 West Broadway
New York



It's as new as 1926!

FROM all parts of the country has come an insistent demand for dinnerware with bright and attractive patterns decorated on a rich, cream-colored body.

As leading importers of exclusive earthenware, we have searched the world's markets to satisfy this demand. And now—just in time for you to get off to a flying start, on your 1926 selling campaign, we are privileged to offer deliveries on the four charming English patterns pictured above . . . All decorated on Johnson Brothers' new PAREEK body, which we believe to be the finest cream-colored semi-porcelain body made.

Make this a truly prosperous year in your store! Nothing has greater appeal than attractive displays of the newer, more distinctive dinnerware patterns . . . And our wonderful warehousing service permits you to keep your china department alive and bustling without tying up a whole lot of money in either stock or space.

If your city is not already closed, we can offer you the exclusive selling rights on a number of very fine new patterns. Write us today for details.

Johnson Brothers' PAREEK

The four patterns shown above are all decorated by this famous manufacturer on his wonderful, new PAREEK body. Reading from left to right these patterns are:

THE SEVILLE
THE ROSSMERE
THE CHATHAM
THE DUDLEY

We also have a number of new and distinctive patterns in American and English porcelain, as well as Japanese, Bavarian and French china, that are proving most attractive to sound buyers everywhere.

FISHER, BRUCE & CO.

Importers and Wholesalers

Sales Office: 219-221 Market Street, Philadelphia
Warehouses: 225 Church Street; 210-212 Filbert Street

Announcing!

AMERICA'S MODERN POTTERY

Devoted Exclusively to

IVORY

DINNER AND TEA WARE

IN formally announcing to the trade the placing in operation of our new seven-kiln pottery, thereby more than doubling our capacity, we also announce for 1926 delivery, our *IVORY* body in two shapes.

No dinnerware display in 1926 will be complete without *STEUBENVILLE IVORY*, a body of entrancing appeal with decorations superlatively up-to-date and attractive.

The new *IVORY* is offered in two shapes—the very popular "OCTAGON" and the new *OLIVIA* shape with the ribbon edge, developed exclusively for the new ware.

Our new and modern plant, complete with the best equipment obtainable for the production of quality ware, will be used for the making of *STEUBENVILLE IVORY*.

We cordially invite you to visit this new plant, the last word in pottery construction, and dedicated to faithful service to a discriminating American public.

Samples ready for inspection December 15th, 1925

The Steubenville Pottery Co.

H. D. WINTRINGER, *Pres.*

STEUBENVILLE, OHIO

ALFRED MEAKIN

Tunstall,
England

DINNERWARE

AMERICAN AGENT

Hugh C. Edmiston

120 Fifth Avenue
New York

Lippincott Quality

Lead Blown



Table Ware

"BIRD O' PARADISE"

Room 676 Ft. Pitt Hotel

Pittsburgh Exhibit

The Lippincott Glass Co.

Cincinnati, Ohio

Factories: Alexandria, Ind.



Hotel China as beautiful as that for the finest homes!

The exquisite Indian Tree pattern—intricate, delicately colored—which has won amazing preference in the finest homes, is now available for hotels in Syracuse China.

This great contribution to the beauty of hotel ware has been made at no sacrifice to the serviceability of Syracuse China. It retains its justly famed ability to resist breaking, cracking and nicking—qualities that have made Syracuse China so economical to use that it is the usual choice of the better hotels and restaurants throughout the country. The pattern is under-the-glaze, and does not wear or wash off.

Your hotel, restaurant and club customers will be greatly interested in this latest proof of Syracuse leadership. Write us today for samples and complete information.

ONONDAGA POTTERY COMPANY
Syracuse, New York

58 E. Washington St., Chicago, Ill.

342 Madison Ave., New York City

SYRACUSE CHINA

Co-operative Flint Glass Company
Beaver Falls, Pa.

Manufacturers of

Blown and Pressed Pot Glassware In Crystal and Colors

Specialties and Staples

Hand made Cake Covers, Fish Globes, Lemonade Jars and Display Jars. Colored Aquariums, Soda Fountain Ware, Blanks for the Cutting and Decorating trade, Seed Cups, Bird Baths, Paper Weights, Soda Syrups, Hyacinth Vases, Candlesticks, and many specialties and novelties.

Decorated Ware

Our new creations must be seen to be appreciated. Many fancy items as well as assortments.

33-Pc. Lunch Set

In addition to our Round Glass Lunch Set we are now in position to supply this set in Octagon shape in crystal, amber and green. It is making a favorable impression with buyers.

Fancy Plates

We have added to our line of crystal and colored Salad Plates, several new figured designs which are very attractive, uniform in color and light in weight. The designs are new and we believe will prove good sellers.

A Very Popular Item

Consisting of shallow large roll edge low bowl constructed to hold the wax lily (so popular at present), and pair of low flat bottom Candlesticks for twenty-four inch tapers. This set make a very attractive table decoration.

Our Line will be on Display at the Fort Pitt Hotel, Rooms 135, 136 *and* 137, *Monday, January* 11, *and throughout the Glass Exhibit.*

Mr. W. A. Reaper, *in charge*

Our Line Can Also Be Seen In

New York City	200 Fifth Ave. In charge Horace C. Gray Co.
Baltimore	29 So. Hanover St. In charge of Harry T. Thomas Co.
Chicago	30 East Randolph St. In charge of F. J. Renshaw
Philadelphia	406 Vandam Bldg. In charge of T. Downs, Jr.,
San Francisco	617 Mission St. In charge of Marsh & Kidd Corp.
Toronto, Canada	94 Wellington St., West In charge of the Imperial Agencies



Porcelains

Soy Kee Porcelains make effective lamp mounts or vases. Our stock is always representative in design and price range. -:- -:- -:-

Blue Canton and Gold Medallion Chinaware

Red China and Chop Suey China

Soy Kee & Co.

CHINESE IMPORTERS

87-89 FIFTH AVENUE

Stuyvesant 3136-7-8 NEW YORK CITY

Permanent Display

BUSH TERMINAL SALES BLDG., 130 West 42nd Street

Edward Boote

(JAMES B. BOOTE)

35 & 37 West Twenty-third St.
New York

Representing

Cauldon China and Earthenware
(Brown, Westhead, Moore & Co.)

Wood & Sons, Ltd.
Dinner and Hotel Ware

Grafton China
(Alfred B. Jones & Sons)

Gibson & Sons, Ltd.
Teapots

Charles Ford & Pointon
China Tea Ware

Yule Greetings



Beauty and symmetry
plus
National quality.

Our contribution to the seasons treasured gifts. The beautiful new "Rose Marie" Dinner Service continuing our well known pure white body and sparkling glaze.

The National China Co.
SALINEVILLE OHIO

A.R. Schoch Studio

MAYER CHINA

MAYER CHINA

MAYER CHINA

UNDERGLAZE

DECALCOMANIA

PRINTS

LINES

"THE WARE WITH THE WEAR RESISTING GLAZE"

VITRIFIED HOTEL CHINA

MAYER CHINA COMPANY

BEAVER FALLS, PA.

MAYER CHINA

MAYER CHINA


See
Our complete line of double thick HOTEL WARE as well as our new exclusive DINNERWARE PATTERNS shown on our SENECA SHAPE
at
The Pittsburgh Exhibit
IN JANUARY
Fort Pitt Hotel
Room 724
The West End Pottery Co.
EAST LIVERPOOL, OHIO

H TUMBLERS

You See Them Everywhere



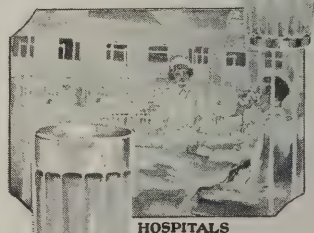
In HOTELS



CAFETERIAS & RESTAURANTS



SODA FOUNTAINS



HOSPITALS



HOMES

THE Sparkling Clearness of H Tumblers Radiates that Spirit of Good Cheer which prevails everywhere during the Glad Holiday Season.

To our many friends everywhere we extend a very Merry Christmas and all Good Wishes for 1926.

We invite you to our Display of H Tumblers and Tableware at the Glass Exhibit, Fort Pitt Hotel, Rooms 841-842, January 11th to 30th.

HAZEL-ATLAS GLASS CO.
WHEELING, W. VA.



Glass H Ware
"A Smile in Every Glass"

New Year's Greetings

HORACE C. GRAY CO.

Fifth Avenue Building, Suite 302-4-6-8-10
200 Fifth Ave., New York City

Representing

Co-Operative Flint Glass Co.
Beaver Falls, Pa.
Salvers, Cake and Cheese Covers, Tableware, etc.

Fenton Art Glass Co.
Williamstown, West Va.
Crystal, Iridescent and Cut Glassware

Indiana Glass Co.
Dunkirk, Ind.
Pressed Table Glassware and Lamps, Cold Color and Fired Decorated Glassware

Phillips Glass Co.
Cincinnati, Ohio
Rich Light Cut Glassware

Horace C. Gray Cos.,
Own line of Wax Flowers
True to nature—heat resisting—washable.

N. O. Cederborg Co.
Aurora, Ill.
Hispano-Moresque and Sunset Ware

Sterling Glass Co.
Cincinnati, Ohio
Rich Heavy Cut and Engraved Glassware

West End Pottery Co.
East Liverpool, Ohio
Fine Decorated Dinnerware Specialties

Westmoreland Glass Co.
Grapeville, Pa.
Exclusive Hand Decorated and Fine Gold Encrusted Glassware

Marion Glass Mfg. Co.
Marion, Ohio
Light Cut Table Glassware

Southern Potteries, Inc.
Erwin, Tenn.
Decorated and White Dinnerware

We Specialize in Gift Shop Novelties

The Colonial Company

East Liverpool Ohio



Makers of Semi-Porcelain

Hotel and Dinnerware

Plain and Decorated

INVITE you to visit their factory sample-room, when in Pittsburgh.

The visit will be a profitable and interesting one.

Advance Samples of our New Shapes and Decorations for 1926 are ready.



Factory sample room is located at

EAST LIVERPOOL, OHIO

Geo. L. Ashworth & Bros., Ltd.

Masons Ivory Dinnerware in Charming Patterns, Enamelled Underglaze.

Crown Staffordshire Porcelain Co., Ltd.

Fine English Bone China.

Samuel Johnson, Ltd.

Jet and Rockingham Teapots.

Lovatt & Lovatt, Ltd.

Vitreous Stoneware Teapots, Coffee Pots, Cooking Ware, Tobacco Jars, Foot Warmers, etc.

American Agent

HUGH C. EDMISTON

120 Fifth Avenue

New York

KT&K
S—V
CHINA

Prestige

can only be weighed by time and its resultant achievements in terms of quality and service



The KNOWLES, TAYLOR and KNOWLES CO.
EAST LIVERPOOL, OHIO.



The Knowles Taylor & Knowles Co.
East Liverpool, Ohio.

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OF THE
UNIVERSITY OF ILLINOIS



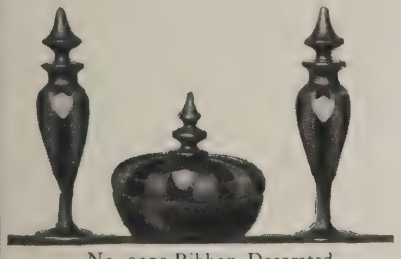
No. 9352 Book Ends



A-24 Dainty Boudoir Lamp
"Pat. App. For"



"Slick" Sugar Dispenser
"Pat. App. For"



No. 9309 Ribbon Decorated
Vanity Set



No. 16261 8½ in. Flower Holder
Echec's Decoration
"Pat. App. For"

See These New Items

At The

Pittsburgh Glass Exhibit

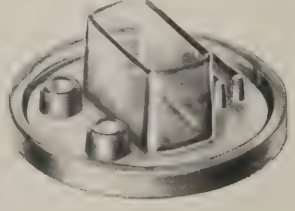
It's a habit now, with hundreds of buyers to drop in at 954 Liberty Ave., the permanent exhibit of the United States Glass Co., every time they come to Pittsburgh. They know that here they will find the latest in glassware, the last word in designs and decorations, and ideas that can be found nowhere else.

Nineteen twenty-six promises to be a big year for those who depend on foresight for success. Be sure to see what United States Glass Co. can offer you at the Pittsburgh Show in January.

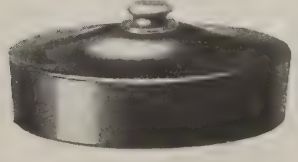
United States Glass Co.
Pittsburgh, Pa.

Look for the Gold *Seal of Quality*

No. 9354 Smokers Tray
"Pat. App. For"



No. 15319 Oval Bon Bon
Box and Cover



SALES OFFICES IN ALL LARGE CITIES



See FRY GLASSWARE
at the
ANNUAL GLASS EXHIBIT
FORT PITT HOTEL
Pittsburgh, Pa.
January 11th to 30th, 1926
Rooms 541-542-585

Fry Glassware

Many new items will be added to the large assortment of fine Glassware shown by the H. C. Fry Glass Co. at the Annual Glass Exhibit in the Fort Pitt Hotel, January 11th to 30th, 1926.

Note the attractive lines of hand-blown crystal and colored stemware, etchedware, decorated ware and Fry's Ovenglass.

The same excellent quality that has been approved by the trade for so many years will be maintained in the lines displayed.

Rooms 541—542—585
Fort Pitt Hotel Pittsburgh

FRY GLASS B.V.Q. COMPANY

Permanent Display Rooms

Frederick Skelton
200 Fifth Ave.
New York, N. Y.

T. M. Schollenberger
Shops Bldg.
17 N. Wabash Ave.
Chicago, Ill.

Harry Gabriel
718 Mission St.
San Francisco, Calif.

R. E. Baum
660 Mission St.
San Francisco, Calif.

The A. C. Riddle Co.
316 Commercial St.
Los Angeles, Calif.

I. M. Ober
Denver, Col.

H. C. Fry Glass Co., Rochester, Pa.

Manufacturers of Quality Glassware



In Extending the Season's Greetings

Morimura Bros., Inc.



desire

to express their sincere appreciation to their many friends, through whose assistance and encouragement, it has been possible to make 1925 the largest lamp year in the history of the industry.



The Morimura Line

comprises everything in Lamps, whether Wood, Bronze, Porcelain or Metal, combined with Silk Shades, all of our own manufacture.

MORIMURA BROS., Inc.

Importers and Manufacturers of Complete Lamps and Silk Lamp Shades of Distinction

53-57 West 23rd Street
New York

To all our Friends

new and old

in the U. S. A. and also in foreign countries!

we thank you

for the many orders you have given us throughout the year.

We have tried in every way to please you, and also hope we have helped you to make a satisfactory profit.

Let us help you again

to prepare for January and February Sales.

Representing the strongest combination of large factories in the country puts us in position to be of

real service to you

Cox and Company

Entire 5th floor 120 Fifth Avenue at 17th Street

New York

WE SHALL not show our goods in Pittsburgh during the January Exhibit as most of our friends prefer the better service possible in our factory showroom at Bellaire or in our branch offices at

NEW YORK
Cox & Company
120 Fifth Avenue

CHICAGO
Earl W. Newton
9 North Wabash Avenue

ST. LOUIS
J. M. Irving
402 Equitable Building

BALTIMORE
Ramsey-Sturgeon Co.
305 Rollins Building

OUR OLD FRIENDS

Messrs Himmelstern Brothers

718 Mission Street, San Francisco, will represent us from January 1st, 1926, in the States of California, Oregon and Washington, with complete sample lines in San Francisco, Los Angeles and Seattle.—

OUR LINES ARE GREAT
LOOK THEM OVER

Imperial glass company

BELLAIRE, OHIO

BONITA-QUALITY

Stood the Acid Test

TRADE 

MARK

Our new* HUNTINGTON PLANT *much larger

and more modern in every way than our old Wheeling plant destroyed last year by fire, is

WORKING TO FULL CAPACITY

! ! ! AND THEN SOME ! ! !

the best compliment for our Wares the Trade possibly could have paid us.

Thank You!

Meet us and our New Creations again in January at the

FORT PITT HOTEL

Rooms 1138 and 1139.

BONITA ART GLASS COMPANY

HUNTINGTON, W. VA.

Eastern Representatives and Show Rooms:

COX & COMPANY

Entire 5th Floor NEW YORK 120 Fifth Avenue

Huntington Tumbler Company

HUNTINGTON, W. VA.

Manufacturers of

High Grade LEAD BLOWN Table Glassware

Graceful Shapes
in
Stem Ware
Tumblers
Nappies
Vases
Jugs
Ice Tea Sets
Grape Juice Sets
Specialties
Hotel Ware



Beautiful
Decorations
and Colors
Light Cuttings
Plate Etchings
Needle Etchings
Gold
Iridescent
Lustres
and
Color Treatments
Crackled Ware

No. 771 Optic Goblet Cut No. 836

SEE US FOR SPECIAL GOODS FOR SALES PURPOSES

Full Sample Line on Display at

COX & COMPANY

Entire 5th Floor NEW YORK **120 Fifth Avenue**

L. H. SIMPSON & CO.
17 No. Wabash Ave.
Chicago, Ill.

WM. H. BUSH
111 Florida St.
Springfield, Mass.

CLARENCE SCHROETER
1001 Market St.
Philadelphia, Pa

W. H. RARDON
1370 Mission St.
San Francisco, Cal.

EDWARD H. HILL
Representative
Middle West

Hard Fired Vitreous Underglaze Hotel Ware

Pleasing to the Eye *Tough and Durable*

Standard Shapes

Rolled Edge — Half Thick — Hotel Thick

We carry a complete stock of decorations in Bands and Lines — Prints — Decalcomania Borders—All Underglaze

This enables us to make prompt shipments

Rush orders within reasonable distance can be delivered by motor truck

On Special Crest and Monogram Work

We offer unusual service at Right Prices

Samples and Quotations on Request

Cook China Company

Trenton, N. J.

Complete Sample Line on Display at our New York Showroom

Cox & Company
120 Fifth Avenue
New York
Corner 17th Street

Haviland & Abbot Co.

920 Broadway New York

CORNER OF TWENTY-FIRST STREET

THE CH. FIELD HAVILAND

LIMOGES CHINA

MARQUES DE FABRIQUE

SUR BLANC

GDA
FRANCE

SUR DECOR

CH. FIELD HAVILAND
LIMOGES

OR

SUR DECOR

GDA
LIMOGES

In the glittering pageant of
IMPORTED CHINA
supplied to the
AMERICAN HOME

AHRENFELDT FRENCH CHINA

enjoys an
Enviable Reputation
for
Refined Richness

OUR 1926 EXHIBIT

which will be ready

FEBRUARY 1st

Achieves Distinction
by featuring
the new

LAFAYETTE SHAPE

with decorations
embodying that charm
which is the inspiration of
the foremost interior decorators

HERMAN C. KUPPER, INC.

39-41 W. 23rd Street
New York

If you seek that "Something Different"
just make a memo
to visit our

1926 EXHIBIT
which will be ready February 1st

of

Swinnertons
Crownford
Auld Heatherware
Desa Art Pottery
Aristide DeSimone

Wares, like people, can have
CHARACTER—PERSONALITY—CHARM

and, like people, they can be deadly
dull and uninteresting

A real treat is awaiting
your visit

HERMAN C. KUPPER, INC.
39-41 W. 23rd Street
New York

GEO. F. BASSETT & CO., Inc.



AMBER-REX WARE

A New Ivory Porcelōn

With many hand painted designs
and patterns in decalcomania

When you *SEE* it—you *SEE* an
exquisite Porcelōn

When you *USE* it—it *WEARS* like
exquisite Porcelōn

When you *SELL* it—you *SELL* an
exquisite Porcelōn

When you *OWN* it—you're *PROUD*
to own such exquisite Porcelōn

And say—your customers won't hesitate to tell their friends about it.

Get the controls for your city—now

THE DINNERWARE HOUSE OF AMERICA

72 PARK PLACE **NEW YORK CITY**

GEO. F. BASSETT & CO., Inc.

THE FLEUR-DE-LIS SHAPE

Gaining in Popularity Every Day



THE ANNETTE
"More popular than ever"

Put the strength of well chosen patterns between you and the risks of your business.

Don't miss the new Everglades Pattern. It's a masterpiece that every high grade china shop should stock. Get control for this pattern—now.

Other new numbers for next year stock are the Zoe and Maribeth—two decorations that are sure to find their way in a well chosen stock of new patterns.

Many new decorations in stock for prompt delivery.

THE DINNERWARE HOUSE OF AMERICA

72 PARK PLACE NEW YORK CITY

TRADE CARROLLTON H CHINA MARK

SEASONS

Greetings:—

from

The Carrollton Pottery Co.

INCORPORATED 1903

Carrollton OHIO

MANUFACTURERS **SEMI-PORCELAIN** DECORATORS

"QUALITY TELLS!"

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE PLAIN EDGE

SUPERLATIVE DESIGNS
REASONABLE PRICES
EXCELLENT SERVICE

COMPLETE DISPLAY ROOMS AT

PITTSBURGH	CHICAGO	NEW YORK
January 1926	February 1926	February 1926

HERBERT K. CONNOR East CHARLES A. WEIDEMANN, West

ROY E. HENDERSON
President

The Permanent Exhibition

In

An Exclusive Setting

at

Five West Twentieth Street New York

OF



John L. Pasmantier & Sons

Exhibitors *Wholesalers* *Decorators*

FIVE WEST TWENTIETH STREET, NEW YORK

"It Is Quality That Gives The True Measure"

CROOKSVILLE CHINA CO

The Crooksville China Co.

Makers of Dinnerware

CROOKSVILLE, OHIO

"Satisfied Customers Keep Us Busy"

The Brush Pottery Co.

Art and Utility Ware

ZANESVILLE, OHIO

"The Lines That Sell"

AN ANNOUNCEMENT

¶ WE beg to announce change in the name of our Corporation, from THE BRUSH-McCOY POTTERY COMPANY, to THE BRUSH POTTERY COMPANY, which took place by action of our stockholders on December Ninth.

¶ There has been, and will be no change in Management or Directorate, nor in the operation of our business.

¶ In this connection we desire to say that we have made numerous improvements in our No. 2 Plant, greatly increasing our output, and can promise prompt service and quality goods even with the increased business which we feel sure will come during 1926.

¶ We thank our Friends and Patrons for their business in the past, and trust that we may have continued favors in the future, which we assure the Trade and our Friends that we shall at all times strive to merit.

Wishing one and all the Compliments of the Season, we are

Yours very truly,

THE BRUSH POTTERY COMPANY,

GEO. S. BRUSH, Gen. Mgr.

Please Read

AN INVITATION

¶ The Trade, and every one interested in pottery of merit, are invited to visit our Sample Room No. 726 Fort Pitt Hotel, Pittsburgh, during the January Show. Mr. Frank H. Vaughn, assisted by Mr. G. E. Downey, will be in charge, and they will show you what we confidently believe is the best selling line of Decorative and Utility Pottery made in this country.

¶ Jardinieres, Bowls, Novelties, Vases, Porch and Garden Ware, Kitchen and Toilet Ware, Baking Ware, Flower Pots and heavy Stoneware are included in our complete lines.

¶ Our room is conveniently located; the hospitality of our salesmen is proverbial, and the invitation by the Management to visit us is most cordial.

¶ If near Zanesville district, do not fail to visit our Sample Room at Zanesville, or if in New York, our Sales Office and Warehouse at No. 5 West Twentieth Street, presided over by John L. Pasmantier & Sons.

Do not fail to see our new 1926 "LINES THAT SELL."

Yours for a Prosperous New Year,

THE BRUSH POTTERY COMPANY,

GEO. S. BRUSH, Gen. Mgr.

Please Accept



Introducing the New Hostess Shape

"Satisfied Customers Keep Us Busy"

Do not miss seeing it in an array of smart decorative effects at the Pittsburgh Show—Room 642, Fort Pitt Hotel. Henry J. Bennett, in charge.

"Satisfied Customers Keep Us Busy"

THE CROOKSVILLE CHINA CO.,
Crooksville, Ohio

NEW YORK OFFICE
5 West 20th St.
John L. Pasmantier & Sons, Representatives

TRADE MARK
CROOKSVILLE
CHINA CO
U.S.A.

CHICAGO OFFICE
Room 348, Morrison Hotel
J. E. Boring, Representative

EASTERN REPRESENTATIVE
Harry J. Bennett, Crooksville, O.

JOHN DAVISON
INCORPORATED

14 BARCLAY STREET
NEW YORK

Representing

The Coalport China Co., Ltd.
Highest Grade of English China

F. Winkle & Co., Ltd.
Earthenware

Stevens & Williams, Ltd.
Rock Crystal and Cased Glass

W. Moorcroft, Ltd.
Art Pottery

Adderley's Ltd.
China and Earthenware

Glass Made In America



Diamond Glass-Ware Company

Indiana, Pa., U. S. A.

Fancy Decorated
Colored
and Iridescent Glass
of every description

EXHIBIT
ROOMS 700-702 FORT PITT HOTEL
PITTSBURGH
January 11th to 30th

Bigger and Better Than Ever



The Duncan and Miller Glass Co.

Washington, Pa.

THE reputation for highest quality is traditional with the name Duncan & Miller.

The beauty and rich appearance of the ware gives preference over most costly means to the same end.

The latest additions to our line for 1926 will be displayed at the

Fort Pitt Hotel, Pittsburgh
during the
Glass and Pottery Exhibit

Table Ware Lines

Blanks for Cutters and Decorators

Representatives

NEW YORK
Paul Joseph
200 Fifth Ave.

BOSTON
Murt Wallace
157 Summer St.

CHICAGO
Frederick Renshaw
30 E. Randolph St.

BALTIMORE
Harry T. Thomas & Co.,
29 S. Hanover St.

PHILADELPHIA
Joseph Tomkinson,
1104 Arch St.

SAN FRANCISCO
Marsh & Kidd,
617 Mission St.

E. B. Hill,
Western Representative

SPODE



"Spode's Buttercup"

New Dinnerware Stock Patterns
For 1926

ILLUSTRATING a charming Old Spode design, reproduced exactly as the original, printed in claret brown and painted under the glaze in warm tones of yellow, blue and green, in all producing a pattern of great interest and quaintness.

Stock to Arrive in March

Send for Samples and Prices



"Spode's Blue Belle"

ACCOMPANYING illustration shows a very smart design of Chelsea Wicker shape. The embossment is painted over in pale blue, the verge treatment is printed in soft Spode blue and painted in green. These treatments are under the glaze, producing one of the unusual blue and green effects typical of Spode.

Stock to Arrive in March

Send for Samples and Prices

Our New Samples of China Plates and Earthenware Dinnerware Will Be Ready Early in January

Copeland & Thompson

Incorporated

206 Fifth Avenue
New York

APPOLLO DINNERWARE

The Dresden Pottery Company

Successors to

The Potters Co-Operative Company

East Liverpool, Ohio

Dresden Rose Pattern *Manhattan Pattern*



Illustrating two of the many open stock patterns for 1926

During the Pittsburgh Show line will be shown at factory sample room, Dresden Avenue, East Liverpool, Ohio

Representatives :

New York & New England
H. J. MOSCOVITZ
10 W. 23rd St., New York, N. Y.

North-West
S. P. SPINDLER
St. Paul, Minn.

Detroit, Mich.
A. C. BEYMER

Chicago Territory
W. T. DARDEN

Pacific Coast
J. F. PILLMAN
Portland, Ore.

South
W. C. BROWNE

A. P. McPHERSON
Sales Manager

Philadelphia
JOS. TOMKINSON
1104 Arch St.

South-West
F. A. SANDERS
Little Rock, Ark.

Cleveland, Ohio
C. W. McCAUGHEY

EASTERN MANUFACTURERS AND IMPORTERS' EXHIBIT

First showing of new items in practically all of the lines of merchandise listed below will be a particular feature of this Exhibit. You will find displayed, without the monotony of endless duplication, Alabaster, Book-Ends, Brasses, Bronzes, Cloisonne, Crystals, Desk Accessories, Dinnerware, Embroideries, Gifts, Glassware, Ivories, Italian Marbles, Jades, Kasus, Lamps and Shades, Leather Goods, Lusterware, Necklaces, Novelties, Occasional Furniture, Parchment Shades, Pendants, Pewter, Pictures, Porcelain, Pottery, Royal Worcester, Ship Models, Silk Shades, Smoker's Accessories, Torchiers, Trays, Vases, Velvet Fabrics, Wrought Iron and Artwares from Czecho-Slovakia, China, England, France, Germany, Holland, Italy, Japan, etc.

At the

PALMER HOUSE
CHICAGO ~ ILL.

February 1st to 13th, 1926

INCLUSIVE

AMONG THE PROMINENT EASTERN FIRMS EXHIBITING ARE:

Alpha Omega Art Craft
Bieber Bros., Inc.
Ferdinand Bing & Co.'s Successors
Carbone, Inc.
Cassidy Co., Inc.
Dubois Studio
Electrolyte Products Co.
Fourman Bros. & Co., Inc.
Fulper Pottery Co.
Greenwald Novelty Co.
Gudeman & Co.
Charles Hall, Inc.
R. C. Ham & Co.
William F. Hayes Co.
Hayman & Lindenberg, Inc.
Hubley Manufacturing Co.
Japanese Fan Co.
K. & O. Company, Inc.
Koscherak Bros.
Kwong Yuen & Co., Inc.
Emil S. Larsen
Lazarus & Rosenfeld
Rudolph Lesch
J. W. Levy Corporation
George F. Little
Percy N. Leyland, Inc.
L. R. Markell
McGraw Box Co.
Mohr Art Company
Mountain Community
Robert Phillips Co., Inc.
Plaza Studios
Pompeian Bronze Co.
Rehberger & Saul, Inc.
Saul Manufacturing Co.
I. Shainin & Company
Silvirite Metal Corp'n.
Simondetti & Co.
E. R. Thieler
A. L. Tuska, Son & Co.
White Studios
M. Wille

W. H. GRINDLEY & CO., Ltd.



"Chelsea Ivory"

This beautiful new shape, originated by

W. H. Grindley & Co., Ltd.,

is meeting with unprecedented success. The pattern illustrated is one of many possessing distinctive coloring and design and harmonizing perfectly with the shape to present most unusual and delightful effects in dinnerware.

WARNING —

"CHELSEA IVORY"

is fully protected by exclusive patents.

Sole Agents

WM. S. PITCAIRN CORPORATION

104 FIFTH AVENUE, NEW YORK

ROYAL DOULTON

"The Cambridge"

here illustrated, presents a most pleasing effect in beautiful, bright enamels on a quaint, old-fashioned shape.

The new designs for 1926 in *ROYAL DOULTON BONE CHINA* will be on display early in January and will comprise a greater wealth of color and design than ever before shown by this celebrated factory.



Sole Agents

WM. S. PITCAIRN CORPORATION
104 FIFTH AVENUE, NEW YORK



Distinctive Dinner Ware

HOMER LAUGHLIN
MADE IN U.S.A

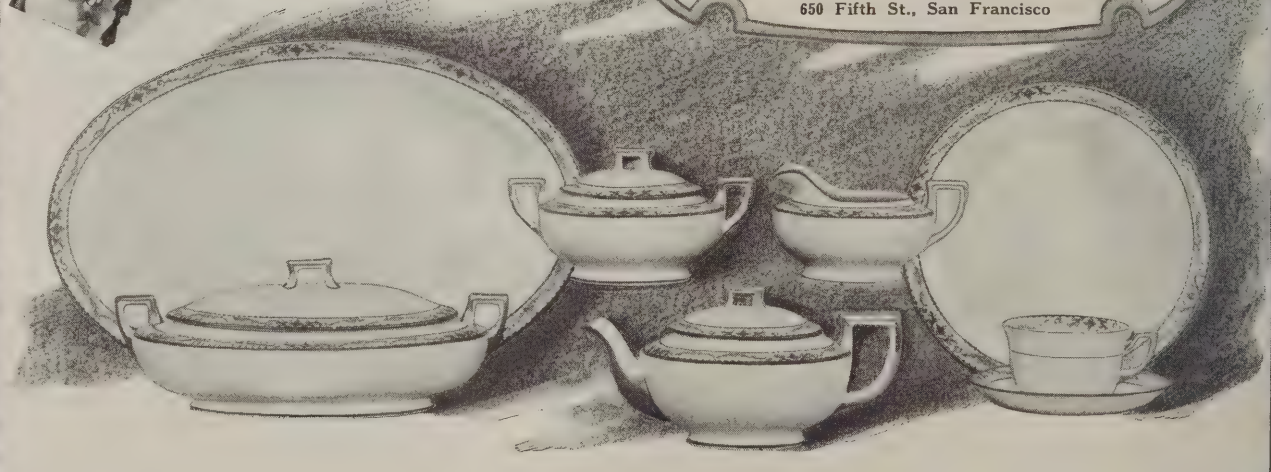
Colonial Homes Series

DECEMBER "YULETIDE"
DECORATION NO. K-5315-M

"Here is one that is different"

Background is the new latticework effect, light green colorings, dainty pink rose garlands around sides with green ornamented inner border edge. Gold lined throughout, all handles with burnished coin gold.

Distributors for California and Oregon
PACIFIC HOUSEWARES CO.
650 Fifth St., San Francisco



HOMER LAUGHLIN CHINA COMPANY

Newell, West Virginia East Liverpool, Ohio

Indiana Glass Company

DUNKIRK, INDIANA

Manufacturers of

Pressed and Blown Glassware

Crystal Colored Decorated



No. 170—8¼ in. Salad Plate
Sandwich Pattern. Made in crystal or colors.

Complete Line
Will Be Shown
During January
at the
FORT PITT HOTEL
Pittsburgh
Rooms 708-710

Sample Rooms

New York—200 Fifth Ave.
Boston—93 Summer St.
Philadelphia—1007 Filbert St.
Baltimore—21 N. Liberty St.
Chicago—17 N. Wabash Ave.
St. Louis—516 Granite Bldg.
Detroit—514 Griswold St.
St. Paul—538 Bremer Arcade



This is a recent photograph of the
Nathan Straus & Sons headquarters
at
LIMOGES, FRANCE

A resident buying staff on the spot 12 months a year, supplemented by artists, selectors and packers.

This unique organization enables us to maintain the quality of our Supérieur ware and to offer our customers a service that is unequalled.

Have you seen the new gold-encrusted Supérieur dinnerware patterns —Elysée, Bourbon, Versailles?

Have you seen the gold-encrusted and hand-decorated Supérieur place plates, just unpacked?

Nathan Straus & Sons, INC.

SUCCESSORS TO L. STRAUS & SONS ESTABLISHED 1866

Manufacturers and Importers of China, Pottery and Glassware

119 FIFTH AVENUE, AT 19th STREET
NEW YORK CITY

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The
Season's Greetings

B. Tomby & Co.
20 West 23d Street
New York City

Have Outgrown Our Present Location

On January 1st we will move into our new quarters

215-19 Fourth Avenue

(S. E. Corner 18th St.)
New York, N. Y.

occupying the entire
2nd and 3rd Floors



Our china lines have been greatly increased. We have secured some especially designed and controlled patterns and items from the following china manufacturers in their jobbing as well as department store lines:

Porz. Fr. Moschendorf, A. G.
Carl Schumann
Porz. Fr. Schirnding
Edmund Krueger
Franz Prause
Garies Kuehnl & Co.
Porz. Fr. Concardia
Steingutfabrik Colditz
Steingutfabrik Annaburg

We will also show a number of other manufacturers' lines in

GLASSWARE
EARTHENWARE CHINA

We cordially invite you to visit us.

LOUIS WOLF & CO., Inc.

215-19 Fourth Avenue New York City

CHINA GLASSWARE HOUSEWARE DOLLS TOYS


Westmoreland
Glass Company
Grapeville, Pa.
Announcement
Our display during the 46th Annual Glass Exhibit as in former years, will be held in the
Assembly Rooms, Fort Pitt Hotel
Pittsburgh
From January 11th to 30th
A variety of beautiful new Shapes and new Designs in Colored, Decorated, Engraved, and Cut Glassware, also many attractive new shapes for Decorators and Cutters, will be shown.
We are also featuring reproductions of the old time Sandwich Glass which has again come into Vogue and these will be shown in high grade Crystal and beautiful shades of Amber, Green and Blue.
We cordially invite you to visit us



May the golden glow of a truly Merry Christmas light your way into a New Year of Prosperity and Happiness.

F. CALVIN DEMAREST
and the Staff of the
CROCKERY and GLASS JOURNAL

Haviland China Co., Inc.

This company will be under new management from January 1st, 1926, and will confine itself exclusively to the wholesale business.

The officers of the company are:

P. G. Van de Velde.....*President*
J. G. Hope.....*Vice President*
H. M. Drinkwater.....*Treasurer*
Edward M. Ross.....*Secretary*

JAMES J. TEMPLE
Sales Manager

With Mr. Temple, the selling force will remain as follows:

Edward M. Ross, in charge of Pacific Coast and North West

George D. Harrison, in charge of Middle West

C. Harry Greene, in charge of East

J. Thomas Smith, in charge of South

Mr. Temple will give his personal attention to the trade of the Metropolitan District.

Haviland China Co., Inc.
11 East 36th Street
New York



Suggested wedding gifts of Fostoria: a pair of compotes; a dozen salad plates or sherbet glasses; baked apple bowls. See the new blue, the famous iridescent Fostoria and the new blue and gold decoration. Every piece of Fostoria glassware leaves our factory bearing this brown and white label.

Fostoria

FINE CRYSTAL AND DECORATED GLASSWARE

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AS THE EDITOR SEES IT

We Pass the Half Century Mark

Last year THE CROCKERY AND GLASS JOURNAL completed its first half century mark and with this issue vigorously passes the first milestone towards the second fifty years.

Few of us will be here to celebrate its hundredth anniversary, but they can watch with interest its progress year by year.

Fifty-one years is just the prime of life and in this day and age of "Daily Dozens" the average man is just beginning to get well into his stride and steps out showing his off-spring or younger friends just what it means to be fifty-one and in a physically perfect condition.

THE CROCKERY AND GLASS JOURNAL is doing its "daily dozen" and today is in its prime, with virile blood coursing through its veins and ambition running rife through its collective brain.

With 1926 many interesting features will be introduced and it is the confident belief that its readers will receive it with even more cordiality than heretofore, if such a thing is possible.

In wishing all its supporters a prosperous year it is with the hope that all shall share in the happiness that comes with well earned recompense, through honest endeavor, steady perseverance and hard work.

Eliminating the Costly Crockery Crash

Alexander Pope, English poet, expressed an ideal of feminine self-control when he wrote of one of his heroines that she was "mistress of herself though china fall." From the day that women first used crockery its fatal faculty of getting itself broken has been a source of grief. Now the American army, the American hotelman and the American restaurateur rush to her rescue, and at their instance the government is making tests for the production of unbreakable crockery.

Breakage of dishes is expensive business. A Chicago hotel annually expends $35,000 for imported china. An eastern caravansary of international fame spends $60,000 yearly to replace broken dishes and glassware. A fifth of the crockery used in hotels and restaurants goes to smash every year, and the loss in money aggregates many millions of dollars.

The army was the first to seek durable dishware. The American Hotel Association followed and is co-operating with the Federal Bureau of Standards and the Government's laboratory of ceramics. The latter is subjecting glass of every kind to exhaustive experimentation.

Smaller Packages Attract Buyers

Manufacturers of Crockery and Glassware are no longer feeling dependent upon department stores to take their entire output. They are rather looking for fields where regular goods at regular prices will be in demand.

To be constantly asked for "specials", "leaders" and "bargains" becomes monotonous to firms who are aiming to pay their stockholders at least six per cent. on their money. Therefore special smaller and convenient packages and assortments are being supplied to housefurnishing store buyers. For buyers for smaller specialty stores who have not been in the habit of delving into the Crockery and Glass field to a large extent.

These assortments are selected with the chief aim in view of securing repeat orders, therefore buyers can confidently order such packages knowing that the manufacturer really has in mind the building up of a trade that will be a constant monthly repeat business.

The dealers in housewares are really the logical dealers in china and glass, for the vast majority of their business is done with the women of their communities.



The Strong Appeal of Old Dutch Pottery

By Arthur T. Finch

(Former Editor The Pottery and Glass Record, England)

TO the American distributor of ceramic products, as also for the pure collector, modern research has been of considerable help, not only in elucidating problems of technique and obscure origins of old forms and patternings, but also in widening their several spheres of interest by providing them with a sound knowledge of the past productions on which so much of modern pottery is based.

In the elucidation of the origins of Dutch earthenware manufacture and the somewhat similar productions found in England at Brislington, Bristol in excavations made there in 1914-1916 by Mr. W. J. Pountney, modern research has thrown a great deal of light. For example, as a result of Mr. Pountney's patient labors, it has been clearly established that when towards the close of the seventeenth century Dutch earthenware (familiarly known as Delft) was being exported in large quantities to England and other European countries, the tin enamelled earthenware similar in technique to the Dutch products was being made at Bristol, as it continued to be long afterwards. Then the comparative method of examination has shown that the early Bristol "Delft" wares (A. D. 1650-1700) have in their designs many similar characteristics with the early Dutch majolica wares, the precursors of Delft. A number of early Bristol wares embodying simple brushwork treatment of a built-up conventionalized floral and also stripe ornament in polychromatic colorings with blue marks or "dashes" on rim (known amongst collectors as blue dash chargers) are now in the Pennsylvania Museum, Philadelphia. Since the early days of history Italy has held a foremost position in the world of art and as a consequence it has long been the source of inspiration in many fields. That Italy was the common source of inspiration for the English "Delft" and the Dutch Delft wares, all recent investigation made by the excavator, the literary historian, and by the analysis of fragments, tends to prove.

Whilst modern research has widened the collector's and designer's knowledge of old Dutch Delft wares, recent excavations in Holland have brought to light two distinctive classes of wares made in the latter half of the sixteenth century, and for some considerable period afterwards in the case of the slip wares. Possibly, of most historic interest, because of its indigenous character, is the underglaze slip decorated red earthenware. Its decorative processes embody the traditional quality of directness of treatment of the pottery form, inseparable from wares made at a time when the pottery craft was still a branch of housekeeping. The other is a somewhat coarse majolica body ware, covered on the face with an opaque tin enamel and lead glazed at the back, treated with polychromatic colorings on the painted design. It is the true precursor of Delft wares.



Example of Hague Porcelain made between the period of 1776 *and* 1790. *In Gemeente Museum, The Hague.*

Similar Process Used by Early American Dutch

IN the slip decorated earthenware, as also in the tiles of the same class, some of the designs were traced or painted in slip (i.e., a liquid clay mixture) by means of quills fixed in a cup containing the coloured liquid, held by the potter. In the case of others, the body was treated first with a covering of slip, on which a pattern was formed by the sgraffito process, necessitating the scratching away of the coated surface to make the design. The designs have various figures and floral motives; whilst on some pieces the ornament is made up merely of trailed spots or lines; and are painted in coloured slips of yellow and green, as well as blue. Apart from the decorative excellence of the boldly outlined patterns on dishes and pots, these wares have an intrinsic interest to the American reader,—collector, designer, or distributor,—arising out of the similarity of processes employed and of the incised designs embodied thereon with the peasant red pottery produced by the high Dutch or Pennsylvania German settlers of the Middle States in the early part of the 18th century and onwards. Motives such as the dove and the lily are to be seen on the early Dutch earthenware in the famous Rijkmuseum, Amsterdam, as also in the Morris Collection at the Pennsylvania Museum. The evidence available all points to the conclusion that the Pennsylvania settlers were carrying on in their new homes the traditional modes of manufacture that their predecessors for centuries had employed in the Rhineland, whether of Holland or Germany.



Finely Shaped Delft Jug in scheme of blue decoration. Made by Aelbrecht de Keizer middle of seventeenth century.

Of the early majolica wares comprising pharmacy pots and tobacco jars, made at Antwerp, Haarlem, etc., these afford in their designs and technique much that is suggestive from a decorative standpoint, as well as inspiring to leading American pottery tile and pottery designers. As was indicated above it seems clear from the body technique and mode of painting on these drug pots and tobacco jars, from which it is now known the more widely known Delft wares developed directly, that the former were inspired by the work of Italian potters and painters, who were makers and decorators of drug pots, tiles, etc. The body of these majolica wares was somewhat coarse, of a greyish hue, and in the case of tiles was usually of a brick red colour. The brush work bands on pharmacy jars, the conventionalised floral and geometric border patterns on dishes in rich blues and yellows, greens and purples, on the white greyish body, the all-over Persian patterns on tiles, and the stylised fruit and foliated ornaments with figure and lanscapist subjects in centre based sometimes on Chinese forms;—all these are characterised by a highly decorative quality. It was the refinement of the materials of manufacture, the gradual transforming of the coarser material into the lighter cream-coloured body, and the covering of the entire surface of the ware with a pure white enamel, which was to give to Delft its individual quality. Moreover, with the aid of the painters able to imitate the motives employed on Chinese porcelain, both in colourings and shades, style and delicacy of brushwork, the Delft potters strove to emulate the Oriental wares that fellow countrymen from the East Indies were importing into Europe. To such a degree did they emulate the Ming and other products, that, as has often been said, the Dutch potters of Delft deceived themselves and others that they had succeeded. They forebore to face the fact the lack of kaolin in the body made the rendering of the quality of transparency in porcelain impossible; and when fired with the enamel, which would not coalesce, caused it to chip and crack. Distinctive as the slip painted red earthenware and the majolica wares are in respect of their decorative qualities, they in no measure detract from the esteem and high reputation both technically and artistically in which old Dutch Delft wares are held both in Europe and America.

Modern Artist Deplores Dutch Artistic Error

TO-DAY the real ceramic artist may deplore the fundamental artistic error of the Dutch potters and to some extent the painters in seeking to produce a ceramic result directly opposed to



Delft covered vase with modelled ornaments and foliated pattern and masks, painted blue. Third quarter 18th Century.

the nature of the body they used. A result, moreover, which itself contained the seeds of its decay before the rise of and later competition of the late eighteenth and early nineteenth century English makers of a fine and more durable earthenware body; and also the hard paste porcelain productions of the Meissen factory, which Bottger's research had made possible. At the same time the great efforts called forth in processes of firing wares to obtain the results intended; the distinctive qualities in painting technique evolved by masters employed in the well-known factories in the seventeenth century, for example, that of Aelbrecht de Keiser, and the blue underglaze wares at the factories of Lambert van Eenhoorn and Louys Fictoor at the beginning of the eighteenth century; all afford interest to the pottery enthusiast of to-day, —distributor, designer, or collector.

There are in American museums, as also in the Victoria and Albert Museum, London, many good examples representative in character of the various classes of old Dutch Delft pottery and tiles. They are valuable in that they enable the student and collector to trace the various types of painting technique in conjunction with the processes of firing which they involved, of which reference will be made later. Without a doubt, however, the finest collections of old Dutch pottery are spread over the Rijkmuseum at Amsterdam, and the specialised collection that all foreign visitors go to see in the Lambert van Meerten Museum at Delft itself.

The illustrations accompanying this article are, however, taken from the collection in the Municipal Museum at the Hague (Gemeente Museum). Whilst not rivaling the two aforesaid Dutch museum collections, the pieces in the Gemeente Museum are extremely good and representative both of the best period of old Dutch Delft, namely, middle of the seventeenth century; the early eighteenth century, which marked the development of the muffle-kiln firing, and the last half of the century when the decline took place. The director, Dr. H. E. van Gelder, is no mean authority on Dutch Delft wares, and has been engaged for some years on the important task of preparing the necessary materials for an authoritative history of Delft wares. After visiting the Museum, Dr. Gelder, through whose courtesy it is possible to reproduce the interesting examples shown, informed me that, generally speaking, the Museum collects pictorial examples of art by Hague masters of the early period and examples of industrial art manufactured at the Hague, including the porcelain produced during the period 1776-1790. Until recently the ceramic collection there contained only pottery or porcelain made or of common use in Holland. Of late, however, it has enlarged its scope and now strives to give a more general survey of ceramic art. In this respect it is very completely represented by Delft wares, as a result of the famous Van der Burgh collection, left to the Museum in 1904.

Trace Customs Through Guild Records

TO trace the social life, industrial conditions and trade customs appertaining to the Delft potteries as found in the records of the Guild of St. Luke, to which all Dutch craftsmen (also employers, as distinct from master potters) perforce belonged, is a fascinating task, especially to the historian and economist. But like a study of the marks issued by the Guild in 1764 to guard against forgeries by outsiders of members' marks and the copious yet mostly gener-



A group of flasks with vase in color scheme of blue, green and brick red. These are of the period about 1700.

alised writings of Delft devotees, it will aid little in the knowledge of the technique of painting and firing of Delft wares. Rather is it by examination of the work of the leading potters and masters of painting and decoration in conjunction with the clear descriptions of manufacturing processes, that the inquirer will gain most knowledge in the pleasantest way of the evolution and styles of Delft painting and the development of firing methods necessitated thereby in order to produce the manifold characteristics of Chinese porcelain decoration indissolubly associated with old and well-known Delft wares.

To the careful observer of any representative collection of old Delft, whether in America, or, for example, in the van der Burgh collection of the Gemeente Museum, it becomes apparent that it embodies two distinctive characteristics both in respect of motives of decoration and colours. These again on further and comparative examination resolve themselves into further divisions. The eye is confronted not only by many varieties of Chinese motives from floral and bird forms with and without accessory details (vases, etc.) to figure subjects and landscapes, but also with distinctly European forms and treatments. These latter show a variety of schemes of decoration both in blue and white and polychrome colours. Some take the form of Dutch water and landscape scenes, picturesque interiors and general subjects from engravings. Many such schemes on tiles and plaques are carried out by aid of stencil patterns, which having been traced on the ware are painted over, first the main form, then the details filled in. There are others with heraldic or scenic motives in association with accessory armorial or floral surrounds and borders. These are of considerable artistic interest. Again, there are those with landscape panels or floral subjects merely, with rich detailed floral borders in the highly naturalistic manner of the Meissen painters. And dominating all these multifarious forms and motives of decoration are the two main divisions of coloring wherein the Delft painters worked: the blue and white and polychrome pigments. The measure of success of the Delft painters, and the cause of the unfailing interest which their work was to evoke for posterity, was to be found in the skill with which they were able first to emulate Chinese porcelain colours; then to execute the more delicate tones and shades of Meissen and other European porcelain wares. There are pieces in the Gemeente Museum, such as the underglaze blue and white from Aelbrecht de Keizer's factory (or by himself), and the polychrome muffle kiln colours of the painter Pijnacker with pronounced green, which are so exactly copied as to represent particular types of Chinese poreclain, i.e., sixteenth century Nankeen underglaze blue and white and the *famille verte* of K'ang Hsi, seventeenth century, respectively.



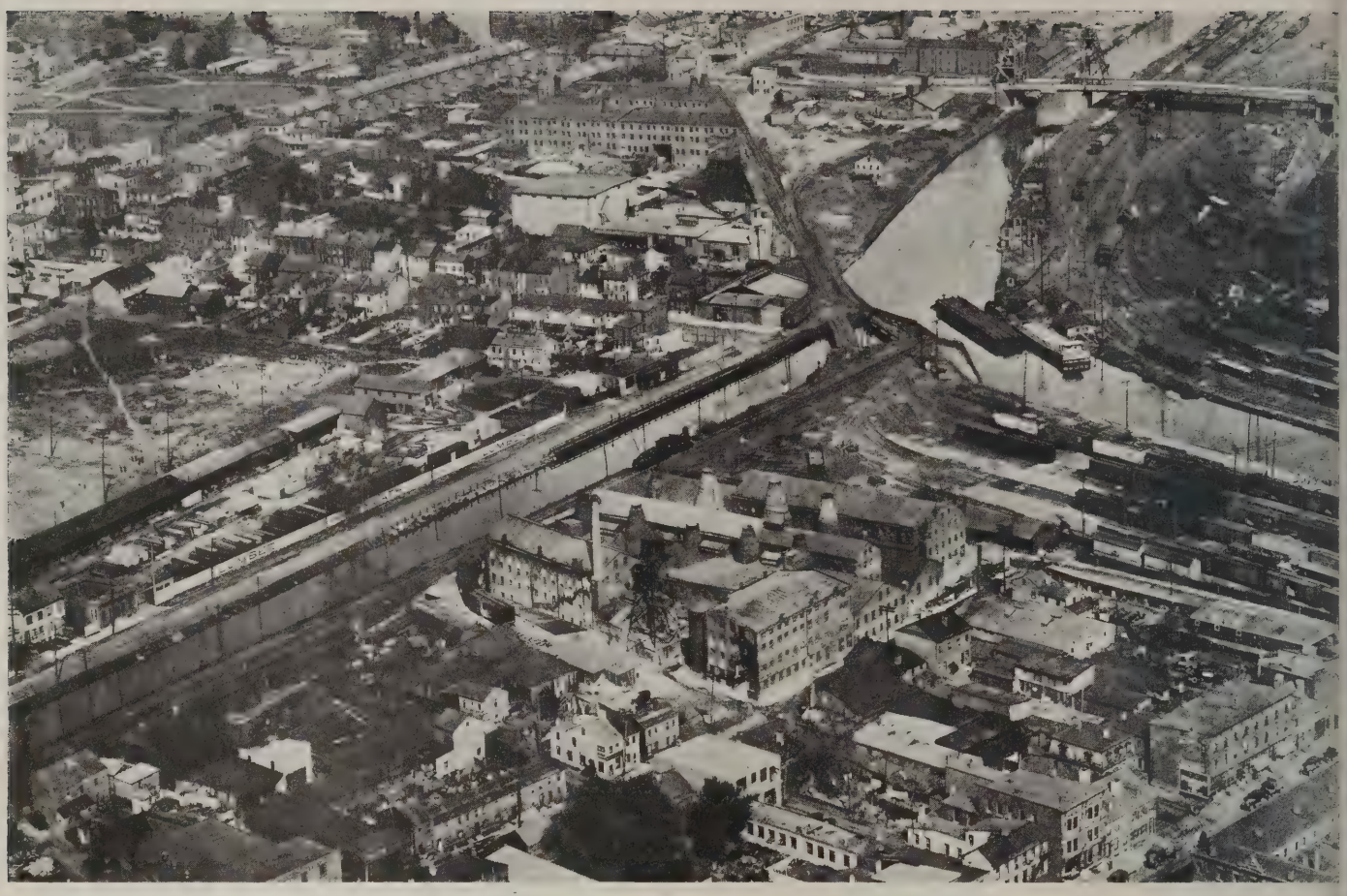
Small soup tureen in imitation of Meissen Porcelain. The decoration in different muffle kiln colors with motive of lovers in surround, making a very attractive appearance.

Delft Has Three Main Periods

DELFT falls into three main periods, which are well represented in the collection of the Gemeente Museum at the Hague. The first is the period of blue and white. It is represented chiefly by the work or output of the pottery of Aelbrecht de Keizer in the middle of the seventeenth century, that of Samuel van Eenhoorn about 1674, Adriaen Pijnacker and R. Jacobs Hoppstein about 1680. Wares of this class, after the blue design has been painted on the dried tin enamel, are covered with a lead glaze, put in saggers like all Delft wares, and then fired at a high temperature. This firing results in the blue colours being burnt into the white tin enamel, giving soft yet rich effects of tone. In this class, particularly the wares made by Aelbrecht de Keizer or at his works, is to be seen some of the finest drawing and brush painting of Chinese motives, from flowers and borders to tall Chinese ladies set in panels, and with all-over scroll work patterning, as seen in the illustration of jug, made by Aelbrecht de Keizer. The outlining of the figure pattern of black and sometimes blue adds to the interest and beauty of the finished wares, of which one or two good examples are in the van der Burgh collection in the Gemeente Museum.

The second period of old Delft is that of the polychrome painted wares. This is marked especially by

(Continued on page 156)



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Aerial View of Trenton, New Jersey, Showing Potterics. (Courtesy Trenton Potteries Company.)

Trenton—A City of Potteries

INQUIRE of any school boy in New Jersey what the city of Trenton is noted for and after he has answered that it is the capitol of the Garden State he will go on to tell you that it is famous for its potteries.

Among the potteries of Trenton manufacturing hotel and fine china ware are the Mercer Pottery Company, Scammel China Co., Lenox Inc., International Pottery Co., Anchor Pottery and the Cook China Co.

It was only half a century ago that James Moses, head of the Mercer Pottery Company accurately foresaw the need for manufacturing better china ware in this country. The pottery industry was then in its infancy and the dinner ware made in Trenton in those days was of an inferior quality and yellow in color. The glaze chipped and cracked after a brief period of service. As a result of this a greater part of the china used in America was imported from Europe because it was a better quality.

With infinite patience, James Moses made an exhaustive study of materials and principles and spent many years in technical experiments which ultimately resulted in the successful production of semi-porcelain dinnerware which could not be excelled in color, brilliancy and finish by any imported product.

This achievement of James Moses assured the Mercer Pottery Company a great future because of the large demand for dinner ware of such excellent character. Year by year, imbued with the ideals and spirit of this great benefactor the management of the Mercer Pottery Company has continued to forge steadily ahead in improving the many qualities of the china backed by its name. The Mercer Pottery has installed special machinery of its own design, adopted new and improved methods thereby becoming pioneers in the manufacture of semi-porcelain dinner and hotel ware. In fact, a very large number of the latest types of special machinery now in general use in the trade originated and were first built by the Mercer Pottery Company.

This year the Mercer Pottery has produced an entirely new shape the features of which are: it will be made in an ivory body, all hollow pieces have handles plaited in clay. This ware will be decorated only with under-glazed decalcomania patterns. The Mercer Pottery employs about 300 hands and has sales amounting approximately $750,000 per year. It is the only American house producing this semi-porcelain dinner ware, decorated with under-glazed de-

calcomania, in a very artistic style.

Another historic and picturesque pottery which claims Trenton, New Jersey as its home is Lenox china, one of the finest grades made in America. Regarding this famous china a booklet published by Lenox Incorporated states:

"The history of Lenox china is the history of Walter Scott Lenox—and the history of Walter Scott Lenox is a modern epic of idealism. It is a story that a few have always known, those who knew and loved him in life, but the time has come, we believe, when it should be told to the American people, that native pride may be stimulated by the example of one who consecrated his life to the sole ideal of elevating American ceramic art to a place of primary importance. For this ideal he lived and labored and died. To it he clung with a passionate loyalty; through it he became America's foremost potter, fitted by the standards of either trial or triumph, suffering or success, to rank with the Palissys and Wedgwoods and master potters of other times.

"The seeds of genius do not long lie dormant, even though they flower late. Born in Trenton, New Jersey, in 1859, Walter Scott Lenox was but a schoolboy when the sight of the potter's wheel awoke in him those longings which later led him along the paths of greatness. He was fascinated by the evolution of dull clay into shapes and forms of beauty in a little pottery which he passed daily on his way to and from school, and would spend hours watching the workers fashion the plastic earth into articles of usefulness and service. Thus environment helped to mold his destiny and the oldest of man's arts aroused instincts in the ordinary American school lad which were to confer lustre upon his name in after years. There was then born in him not merely the ambition to become a potter but the desire to excel, a desire without which Walter Scott Lenox would have remained only a potter instead of developing into a genius.

"The urge to excel, to do things better than the other fellow, to establish higher standards—what an ideal to kindle the breast of a mere boy. To make pottery, yes, that was the craving of the youthful Lenox as he lingered at the potter's wheel on his way to his daily lessons; but that was not all, for he would make better pottery, or none at all, that he was determined.

"There were years and years of struggle; of heavy expense and light income; of increased production and decreased sales; of straitened circumstances and hectic financing; of pessimistic outlook and discouraged backing. Friends pointed out to him that there was a sure profit in cheaper wares which the American market would quickly absorb, but Lenox was adamant in his determination to make no compromise with his conscience. Nothing could stir him from his resolution to make the best china of which he was capable, or none.

"No one dreamed that an American factory could turn out china of the first quality. The public of the United States believed that foreign ware alone was worth purchasing and domestic china was given scant consideration. Yet young Lenox, true to his principles and courageous to the end, never descended to the subterfuge of marking his products with a fraudulent foreign label, but was insistent that the world pass judgment upon his own handiwork at its intrinsic worth. He was at all times both artist and patriot.



The Birthplace of Lenox China; The pottery in 1889 where Walter Scott Lenox created a china fitted to grace the table of a connoisseur.

"It was entirely due to the unconquerable spirit of this master potter of America that Lenox ware little by little obtained the recognition to which it was entitled. That recognition did not come in a day or a year, but gradually the discriminating public of America became aware of the fact that Walter Scott Lenox was creating, in his factory at Trenton, New Jersey, a type of china fitted to grace the table of a connoisseur and compete on equal terms with the highest grade products of the famous factories of Europe.

"That ware was termed 'Beleek.' It received its name from Belleck, Ireland, where it was then produced in limited quantity. Lenox imported two Belleek potters and for a long time strove to produce the lustrous ware of which he dreamed. Finally this ware reached a state of perfection which charmed by its warmth and glow of its coloring and ranked in quality with the masterpieces of other lands."

"In addition to hotel and the finest type of American china ware, Trenton is also the home of potteries manufacturing the highest type of sanitary ware included among these being the well-known Trenton Potteries Company.

New Light On Sandwich Glass Designs

Pattern Book of Deming Jarves Written a Century Ago Reveals Formulas Used to Produce Splendid Wares

LAST July 4, was the hundredth anniversary of the date of the opening by Deming Jarves of the Boston & Sandwich Glass Company's works at Sandwich on Cape Cod. For sixty-two and a half years the factory ran, becoming the chief industry of the town, furnishing prosperity for hundreds of workers, making an enviable reputation for itself as a producer of good glass and paying good dividends to the backers of the concern. Then labor troubles developed and on Jan. 1, 1888, the fires were drawn and the affairs of the company were wound up.

During the period of its activity the factory turned out glassware of every description except window glass and bottles. It had several notable achievements to its credit. It was the first factory in the United States to make pressed glass. It was the first factory to make etched glass. It has been credited, though this is probably erroneous, with being the first American factory to make cut glass. Its ruby glass had no equal on this continent. Its flint glass was of notably fine quality. Its colors were deep and pure. It used good metal in its product and the ring when a piece is struck is loud and clear. Deming Jarves, the founder and moving spirit, knew how to make glass.

Wrong Attributions

It is only natural that the present deep interest in antiques that is noticeable all over the country should catch up Sandwich glass in its rush and send the values of authentic pieces soaring. It is only natural also that much glass that was made in the New England Glass Company's factory in Cambridge, or in the western factories at Pittsburgh and farther down the Ohio River, or in Ireland and England, which was imported into this country in staggering amounts, should be attributed to the factory at Sandwich. The absence of a factory mark, save in a few rare instances, and the similarity between the products of all glass factories of the period, because of the migratory habits of glass blowers, make the attribution of genuine Sandwich glass an extremely difficult matter. Almost it is true that one man's guess is as good as another's. Still, enormous quantities were turned out and shipped all over the United States. Not only that, but there were foreign exports as well, so that Sandwich glass may be found in almost every part of the world.

Collectors have bewailed the fact that there existed no record of the patterns, or anything that might serve as a reliable guide to identification. This week, however, there came into the writer's hands two most valuable bits of Americana in the form of a book of patterns used in the Sandwich factory and another little book in the handwriting of Deming Jarves giving some of the formulas he used to produce his colors. These are the property of P. J. McCarthy, a dealer in glassware at 146 Summer street, Boston, and a glass man all his life. They came into his possession when he was superintendent of one of the glass factories that were started at Sandwich after the dissolution of the Boston & Sandwich Company. They are slender records to be the only documentary attestation of the immense business done by this Cape Cod industry, but so far they are the only ones to come to light.

Unfortunately this book of designs represents the artistic decadence of the Sandwich factory. The objects here pictured may be classed as antiques only by courtesy, because they were made considerably less than a hundred years ago, and one hundred years seems to have been informally adopted generally as marking the age limit of an antique. They have an interest for collectors, however, partly because they are the output of a famous factory, partly because by the time they may be properly called antiques they will be of exceeding rarity and partly because they are interesting as indicating the artistic trend of a certain period of American development. The real fame of the Sandwich factory will properly, I think, rest on its pressed glass, that type which goes by the name of lace glass.

Molds All Lost

Search has been made unsuccessfully for some of the molds that were used in the Sandwich factory. Mr. McCarthy accounts for their disappearance. The iron molds, he says, were all taken by William Nye, a former State Senator of Massachusetts, who had a factory at Bournedale, on the Cape.

Deming Jarves's Notebook

The notebook of Deming Jarves was written possibly for some trusted workman, possibly for his son, Deming Jarves, who also followed the glass business. In the early 1850s Deming Jarves is said to have built near Boston a factory for his son which was the best laid out plant of the kind known in America, and into which he put all his knowledge of processes and convenient arrangement. In 1860 he built another plant at a little distance from the Boston & Sandwich factory alongside the railroad. Here, under the name of the Cape Cod Glass Company, he carried on the business of glass manufacturing for some years, having left the old company in 1858.

Of most interest in the little book to the general collector at least, are the directions for firing glass. Deming Jarves says:

"Having completed the kiln according to the model and dried it well by having fire under it for several days, according to the size you have it built, and having it warm when you set in your glass, either crown or flint, cover each plate about one-eighth of an inch thick with whiting by means of a sieve about eighteen meshes to an inch, which will be quite as fine as the whiting will pass through

easy. Place your glass, if crown, flat on the plate, laying it so that the edge is two inches from the outside of the plate and so fill each plate, putting those pieces you wish of the deepest color at the top and bottom part of the kiln, as they are sure to be a little hotter than the middle, never placing anything on the bottom plate.

"If flint goods, put them to stand about three inches from the bottom and in which way each article will stand best to support itself whilst hot. Liquor goods as wines, etc., to be bedded in sifted quick lime and whiting, equal parts, up to the bowl of each, never using the lime, etc., twice, but always having fresh for each firing, as small portions of the stain getting into it will speck the goods (if you wish to leave any part plain as the stem, foot, etc.). After each firing when you draw the goods out of the kiln and whilst the plates, etc., are warm, wash the inside of the kiln and the plates with thin whiting and water. It prevents the glass from being specked or sulphured. If a little sulphur should get on the flint goods, which it seldom does, it may be taken off by the cutters with a wood or brush and putty."

Glass Individuality

The successful firing of glass depends to a great extent on the personal equation. A man in the glass business can tell at a glance usually from what factory a piece comes, even in these days of machine-made goods. Collectors soon learn to distinguish by feel and appearance the source of an article. Certain characteristics appertain to the product of certain factories, and they are brought about by individual methods. This is proved by the directions Deming Jarves gives for regulating the heat necessary. He says:

"Heat depends entirely on the size, thickness of kiln, quality of coal or fuel, kind of glass and color you want it. The deeper you wish it the hotter it must be, which practice and attention alone can teach. My method, and I have tried a great many and I seldom fail, is partly by the eye through the holes for so doing, and by placing nothing in the middle of the plate opposite the center of the door-plate, and introducing an iron rod down the middle of that plate to the back of the kiln by cutting a corner off the half brick that stops up that sight-hole to allow the iron rod to slide through. The rod is about three-eights diameter.

"My kiln takes about five or six hours to fire. I always fire so as to have the heat up to its right pitch about two hours after sunset as you can see the degree of heat better after dark and as soon as I perceive by drawing the iron rod out in a dark place that it is just red all along it, I draw the bars and take the fire away immediately, letting the kiln remain till the next evening when it will be cool to take the glass out without danger of its breaking. For flint goods you must draw the fire as soon as you find the least trace of red heat, however faint it may be, so that you just perceive it along the rod, as they will not stand so much heat as crown glass or they will drop, always looking at the rod in a very dark place. By attend-



Examples of early Sandwich glass designs, left to right: Seven Light Candlesticks, Fish Globe on Figure Pedestal, and Goldfish Bowl on Dolphin Pedestal. Globe and Baskets engraved.

ing to these I have no doubt but you will be able at three or four firings to fire a kiln upon a certainty. I cannot possibly give the directions more distinct or in more simple terms."

Experience the Teacher

However simple Deming Jarves may have thought he made his directions, they are not for a novice. They presuppose a knowledge and experience in making glass. Jarves had this experience. After setting down in his notebook formulas for red stain for crown glass, orange stain, amber, yellow stain for crown glass and yellow stain for flint glass, he adds:

"These are as concise as possible, not theoretical, but the result of experiments and ten years' practice. I have no doubt you will succeed well. I trust to your honor in never divulging how you obtained these and likewise keeping them entirely to yourself."

The head of the Sandwich glass factory was eminently a progressive man. This is attested by the enormous variety of the products he turned out. He willingly developed anything that the trade called for and he even tried to keep ahead of the trade by originating new designs. When kerosene replaced "burning fluid," camphene or sperm oil in the early sixties, the factory at Sandwich immediately got a hold on the market with its kerosene lamps. This it retained and lamps of all sorts were manufactured in tremendous quantities. The book of designs owned by Mr. McCarthy shows a number of pencil drawings with proportions noted for lamp bases. Production of these articles almost reached a "quantity basis" in this factory. Since it closed, new machine methods have been applied to the manufacture of glass and its daily output would not be able to compete with that of a modern factory. Up to the limit of invention, however, the Sandwich factory used machine methods.

Designs of Victorian Era

That period of the stilted, the bizarre and the ugly which we are accustomed to call the Victorian era drew on and its standards of decoration caught up the Sandwich factory together with all other makers of household goods or decorations and swept them along into artistic darkness but financial brilliance. The book of designs used in the Sandwich factory which I discovered is unfortunately of the Victorian period. It is impossible from any internal evidence to ascribe a date to these patterns, but about 1870 would, I think, be a safe attribution. The designs are for epergnes, for table ornaments such as fish bowls, for ornaments with no ostensible purpose, and for a few lamps. The illustrations taken from these designs show rather hints to the workman than specific working drawings. They show no great skill in invention and certainly no great artistic ability. They were of that period in the factory's history which succeeded the years of pressed glass making when the types we are accustomed to denominate lace glass were turned out. These designs are all for blown glass.

Sandwich, a piece which he made for himself after hours, using a wooden mold, started a glass business there with Jules Bergin. This was about 1897, but it was a failure. Again about 1903 the Sandwich Glass Company was started by New York capital, but this also did not endure. Once again an attempt was made about 1905 when Gardenio F. King started the Alton Manufacturing Company. This went the way of the others. Now the glass industry is not represented at Sandwich.



Section of the very modern Kitchen Department of The Shepherd Company, Providence, R. I.



Seattle's Unique China and Glass Shop

Mary A. Kelley, Inc. Opens Beautiful Establishment for Sale of Imported China, Glass, Crockery and Antique Specialties

ARMED with a folio of drawings and sketches and a head full of plans and ideas, Miss Mary A. Kelley returned recently to Seattle from a trip to New York and the east ready to establish her new shop. She chose for her location, space on the ground floor of the Stimson building at 313 University Street, which is about eighty-five by one hundred feet. Here she has established the most beautiful and complete shop that Seattle has ever seen in the way of glass and china stock. The shop is on a side hill and is situated and designed so as to give opportunity to display the goods to the best advantage. Very handsome show cases, ranging in height, with cabinet space below, of ivory with ivory and mahogany railings have been built in. These are three in number and are along the front of the store. They hold displays of very rare china ware.

The end window is on an alley and was rather a problem. This was solved by placing glass shelves in the window on which is displayed colored glassware. The light shines through the glass window and glass shelves and display of glass and gives an unusual effect of colors which attracts much attention and can be noticed from the street about half a block below. At the opposite end is a corridor running through the whole building. Facing this corridor is a most charming little nook and window, also in ivory and mahogany. One unusual piece or set such as a set of crystal-ware is displayed in the setting.

As Miss Kelley has antiques also, her china and glass is shown to better advantage on extraordinary pieces of antique furniture.

As an attractive store always tends to make fine stock look more attractive, this was kept in mind in finishing the interior of the Kelley place. It is done entirely in ivory with much woodwork, mostly in the form of cabinets and shelves. These are placed mostly against the wall but some project so as to make semi partitions, separating one line of ware from another. In one section framed by these partitions is kept colored glass pieces and sets, and in another imported French and English china, and in still another there are silver pieces.

Adding to the attractiveness of the place are oriental rugs, floor and table lamps, and many mirrors, some of them hung on pillars which occupy space in the center.

On the left at the rear is a showcase beneath which are drawers lined in velvet. In these are kept some of the most unique and valuable pieces of china that she has in the store.

Her shipping room is very thoroughly equipped. It has running water, large stock tables which are ready to receive the new lines that come in, and the room is situated so that the door at the rear of it, opens right into the garage in the building.

The stock and equipment in Mary A. Kelley's shop are both complete so that she is able to give the highest possible point of efficiency, service and value to her customers. It is indeed a place of interest, worth seeing.

Special attention has been given to the arrangement of the interior of Mary A. Kelly's shop. The store is well ventilated while care has been taken in the placing of lighting fixtures to produce the proper effect. Everything has been placed with meticulous care where it will be apt to most appeal to the customer yet in such a way that this fact is hid from the purchaser.

Mary A. Kelly's is indeed a unique china and glassware shop.

Century Old Invention Now Marks An Epic in Pottery Manufacture

The Continuous Car Tunnel Kiln Although First Conceived More Than a Hundred Years Ago Was Not Successfully Used Here Until 1910 —Aids Quality and Saves Fuel

By Carl B. Harrop

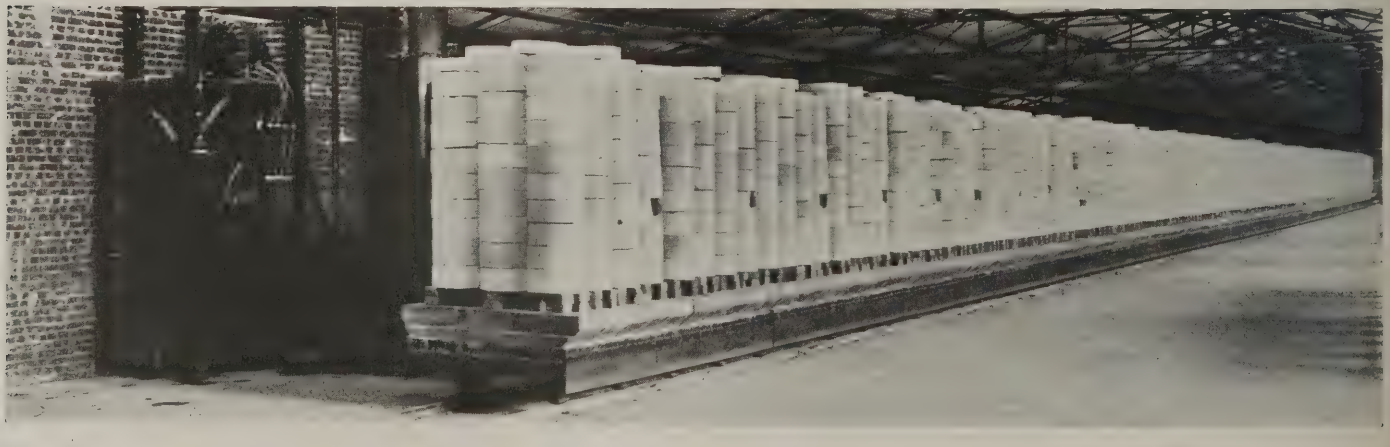
ALTHOUGH it is one of the oldest of arts, several important steps have been taken in the manufacture of pottery in recent years. Down through the ages from the time primitive man moulded crude bowls by hand, to the present day of machine manufacture, pottery has served as a milestone in the progress of man. One of the outstanding features of modern pottery manufacture is the continuous car tunnel kiln.

There has been, of course, great development both on the artistic side, as well as in the processes, but until rather recent years at least, there has not been the degree of development in regard to production as has been brought about in many of the other manufacturing industries. Particulary is this true in regard to the firing of ceramic wares.

In the manufacture of pottery, several different steps are passed through. First, the mining and quarrying of the clays and other ingredients. Second, blending and refining of the ingredients. Third, forming of the ware. Fourth, drying. Fifth, firing and sixth, decorating (in some cases).

From the above it will be noted that the firing of the ware is the final or the next to the last process, so that the importance of the firing can readily be appreciated, inasmuch as the ware, when placed in the kiln, carries a large part of the manufacturing cost and whether the ware comes from the kiln as a perfect piece or as a "second" or "cull" determines to a large extent the profits derived from its manufacture. Furthermore, the firing process is, except in unusual cases, the most costly single step in its manufacture and therefore anything that may be done to improve the quality of the product during its firing, anything that may be done to increase the percentage of No. 1 quality product from the kilns and anything that may be done to lessen the cost of the firing process, results, not only in a superior product, but in a lower cost to the dealer and to the consumer.

With the above facts in view, one of the most noteworthy advances in the entire history of pottery making is the rather recent practical development of what is commonly known as the continuous car tunnel kiln. This type of kiln was first conceived, so far as records show, a little over one hundred and fifty years ago,—various designs having been constructed in the western European countries, particularly Germany, France and Sweden. Not until about 1890 was this type of kiln taken up seriously in the United States and it was only in 1910 that the first commercially successful tunnel kiln was constructed here. With this as a start, other designers become interested and in about 1915 real progress began in its development. Up to this time there have probably been constructed in this country approximately one hundred and twenty-five commercial kilns of this type, varying in size from less than



A train load of saggers standing alongside the kiln and ready to be charged into same, one at a time.

100 feet long up to nearly 400 feet long and with tunnel widths from 24 inches to over 6 feet,—being fired with natural gas, manufactured or city gas, producer gas, fuel oil, coal hand-stoked and powdered coal.

In the old type of kiln, which is periodic in its operation and is circular in shape with a superimposed chimney, giving the general form of a milk bottle, the ware was stacked in bungs, either without protection or enclosed in fireclay boxes called saggers. When the kiln was completely filled or "set," the fires in the outside wall of the kiln were lighted and the kiln slowly heated to maturing temperature of the ware. After the firing ceased and the kiln and contents had cooled sufficiently, the doors were removed and the ware drawn and sorted. This type of kiln, while originally operating with an upward draft, was later designed to operate with a downward draft or with either up or down draft, as desired by the operator in order to obtain more uniform temperatue distribution. The use of this kiln not only resulted in enormous waste of fuel during the entire firing process, but in a majority of cases the temperatures attained in various parts of the ware setting were far from uniform.



A line of kiln cars loaded with stoneware after having passed through the kiln at the plant of Nelson McCoy Sanitary Stone Ware Co., Roseville, O.

The newer tunnel kiln consists primarily of a long refractory tunnel structure. The ware is mounted upon cars having refractory platforms and these cars are introduced at regular intervals into the charging end of the tunnel,—a complete train of such cars standing in the tunnel at all times. Furnaces are attached to the tunnel on each side approximately midway of the length of the kiln and the combustion gases coming from the furnaces travel through the kiln towards the charging end. Thus, upon entering the kiln, the ware becomes gradually heated as it advances towards the furnace section of the kiln and, after passing through the furnace section and becoming matured, travels on towards the discharging end, giving up its heat as it goes. From the above, it may be seen that every car of ware in traveling through the length of the tunnel is subjected to the same rate of gradual heating, a definite temperature and length of time in the furnace zone and to a definite rate of cooling. Instead of it being necessary to increase the temperature as in periodic kiln prac-



This photograph shows the manner in which the saggers are piled on the kiln cars, and also the various kinds of pottery being made by the A. E. Hull Pottery Co., Crooksville, O.

tice, the results always being affected by the human element, weather and other conditions, it is necessary in the tunnel kiln to merely maintain a fixed furnace temperature and provide a uniform rate of mechanical movement in the train of cars carrying the ware. All this results in a more uniform quality of ware and an enormous fuel saving to the manufacturer (approximately 75 per cent over the usual periodic kiln practice).

Other advantages in the use of the modern development of the car tunnel kiln lie in the general cleanliness of operation and the smooth plant routine brought about by the continuous uniform kiln output and by placing and drawing the ware at one general location. The kilnmen are not required to use ladders in order to place the ware to a height of 12 feet or more, as in periodic kilns, nor are they required to work in a hot and unsanitary kiln atmosphere, as when drawing the ware from periodics.

The properly designed and constructed car tunnel kiln is no longer an experiment, as felt by some manufacturers, but is a structure of great practical success, as is clearly indicated by the fact that some plants have as many as seven tunnel kilns, while many have two or more under one roof.

Editor's Note:—The author of this article will be glad to answer questions relative to any of the tunnel kilns now in use in this country, as he has made a special study of this particular type of kiln and has designed forty-one of the kilns now operating or in process of construction. Inquiries may be addressed to Carl B. Harrop, Engineers and Constructors, 310-312 West Broad Street, Columbus, Ohio.



Courtesy of American Silk Journal.

EXAMPLES OF CHINA CONTAINING DESIGN INSPIRATION

Recently a styler when showing a striking and artistic design to the editor of a silk journal said its motif was derived from porcelains. Silk designers, in studying the venturesome spirit of the designers in other channels, find a new field of inspiration for their own lines. Often the designs on historic china constitute an individuality that is well worth studying, and might profitably be re-applied to textiles.

Effective Advertising Decreases Cost

TOO much stress cannot be placed upon the importance of advertising, especially in the crockery and glass trade where competition is ever keen and new shapes and patterns not uncommon.

Dinnerware and crockery are always in demand and the wise manufacturer and jobber realizing this keeps his wares constantly before the public through the medium of newspaper and magazine advertising and window displays.

The fault to be found with most advertising pertaining to dinnerware, and especially so in the case of department store advertising, is that not only are the ads too stereotyped but the tendency of ad writers is to crowd as much as possible into a given space. Now the type of ad that really attracts is the unusual—the one with good bold type and plenty of white space for the eye is invariably attracted to the latter. The ads of Ovington's gift shop on Fifth Ave., are the type of ads that catch the reader's attention. A cut of the pattern of a service plate is spread across the top of one of their especially good ads of recent date which appeared in the metropolitan dailies. Over this is the wording: "They serve while they adorn!" A smaller-sized type then follows this and tells the story—the advantages of service plate as a Christmas gift.



One of Ovington's dinnerware ads—the type of ad that attracts.

A few weeks ago Hearn's department store opened their new china and glassware department with Herbert J. Weyman in charge. Mr. Weyman succeeded in conducting a very clever advertising campaign which made this new department a success from the start. A reproduction of the advertisement used in the subways and street cars accompanies this article. This ad is conspicuous by the absence of too much wording. Instead of a verbose announcement the card simply states that a new china and glassware department has been opened at Hearn's. The background of this card is buff with blue lettering.

Advertising is given a definite place in the economy of marketing or distribution, by the Committee on Market Analysis, Advertising and Advertising Mediums of the National Distribution Conference. Although the Committee concludes that there is a large element of waste in advertising, due to lack of information or misjudgment of market conditions, it finds it to be an important economic factor in the reduction of distribution costs, resulting advantages both to producer and consumer.

"Broadly speaking," the committee says in its survey, "it would seem that where the advertising creates an increased demand for products of a certain class, a wider distribution of such products—in other words, makes new business, bringing about lessened distribution costs and lessened production costs, owing to increased demands—there can be no doubt as to the value of such advertising, not merely to the concerns that pay for it but also to the public that consumes the goods.

"From the data available, it is hardly possible to make a non-disputative demonstration. Nevertheless, we believe that it can safely be said that the use of effective advertising by national distributors as a general rule produces one or more of the following results:

"1. Decreases the cost of selling.

"2. Lowers the cost of production on account of increased volume.

"3. Lowers prices to the consumer and thereby raises the standard of living.

"4. As a by-product, aids in the education of the general public.

"Data have been obtained from a number of national advertisers to show the effects advertising has had upon the cost of production and the cost of selling, and prices to the consumer. It is realized that changes in business conditions during the past few years and changes in disrtibution policies within the individual companies make it very difficult to eliminate the variable factors and to prove the effects of advertising. The data collected, however, seemed to indicate conclusively that the first three results named above are brought about by advertising.

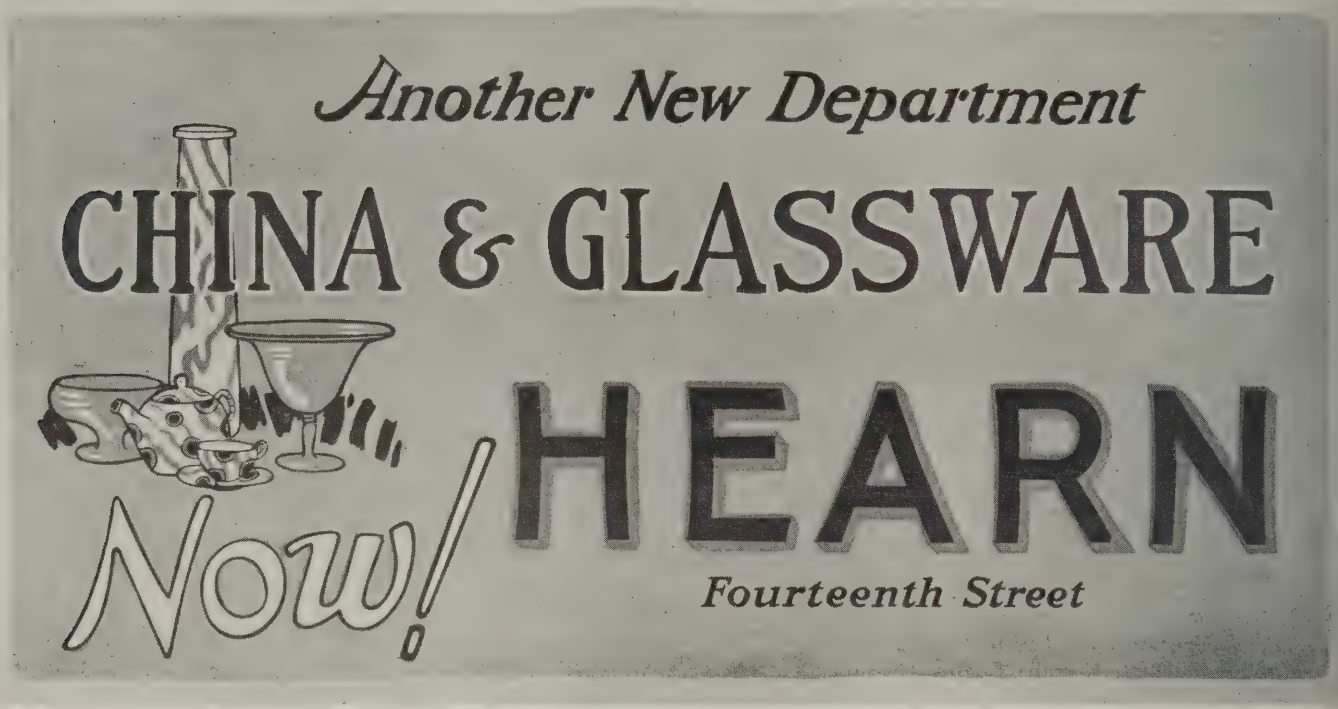
"In addition to the four results obtained by advertising which have been mentioned above, advertising often has the following beneficial effects for the manufacturer, dealer, or consumer.

"1. Advertising aids in stabilizing production.

"2. Advertising aids in standardization and quality.

"3. Advertising aids in the simplification of products. (Elimination of unnecessary items in the line.)

"4. Advertising helps to prevent fluctuation in prices."



Ad Used in New York City Street cars and Subways Announcing Opening of Hearn's New China and Glassware Department.

The China Shop of New Haven, Conn., ran a very attractive ad in the daily newspapers in announcing its opening recently. This advertisement was two columns wide and nearly a page deep. At the top was the name of the shop and the address. Following this there was a blank space, then:—and Now a New Kind of a shop for New Haven Women!

Then follows:

A new Treasure-Haven for Newlyweds!—A veritable beauty garden for happy Home-Lovers!—The thrilling end of the Quest for Gift-Givers!—For here, indeed, is a "shop unique"—A shop that fairly abounds in the beauty and tinkle of foreign-born China Ware.—Where the finished product of skilled chinaware craftsmen of England, Germany, Czecho-Slovakia and Japan is displayed in all its resplendent charm and hand-painted touches.

The China Shop!—So different—So unique in character—unique in displays—unique in service—unique in its outstanding values. You are going to be delighted with the China Shop—You are going to enjoy browsing 'round among its displays—You are going to tell your friends about it—for the China Shop is going to win its way right into the very hearts of New Haven Women. Come and see!—You're invited!

The advertisement then went on to state that the formal opening would be held Thursday—9 A. M. until 6 P. M. and that "Whether in a buying mood or not, Madam and Mademoiselle, Bride and Bride-to-be are invited to attend to Formal Opening Exhibit of the China Shop." This was followed by a list of several bargain that would be on sale and then the important and unusual thing about this advertisement; the announcement that a written guarantee would be given with every set of dishes sold. This was headed:

OUR UNLIMITED GUARANTEE

To Whom It May Concern:—

If in your opinion any part of this set does not meet with your entire approval and render service to your satisfaction, we will make replacements free of charge, considering this guarantee to responsible people.

(Signed) THE CHINA SHOP.

Date .....

Needless to mention this announcement with its attractive guarantee and appealing invitation to visit the store proved a big sales-getter and made the store's opening a very successful affair.

New Jersey a Pioneer in Glass Making

America has had her glassmakers from early seventeenth century days, though prior to the advent of European colonists the only glass known was "obsidian" volcanic glass. William Penn refers to a Quaker glass house, and Italian glassmakers were imported to manufacture beads for the Indians, says the Detroit *News*.

In 1739 Casper Wistar—a German married to a Philadelphia Quakeress—started the first successful American glass factory in New Jersey with a plant that covered 4,000 acres in prosperous times. The prevalence of old Wistarberg glass throughout New England is due to the fact that out of working hours employees were allowed to make homely, unpretentious pieces for their friends and families from left overs. Wistar obtained his festoons—the favored form of decoration for this early flint glass—by dipping the half formed pitcher in molten glass, thus gaining the outer coat from which to contrive a pattern.

Wages and Hours of Labor in the Pottery Industry in 1925

As compiled by the Bureau of Labor Statistics, Department of Labor, Washington, D. C.

DURING the summer and early fall of 1925 the Bureau of Labor Statistics, with the cooperation of the manufacturers and the wage earners, made a study of wages, hours, earnings, and other conditions in the general-ware pottery industry in the United States, the results of which are summarized and presented in this article. The report in detail will be published as a bulletin of the Bureau of Labor Statistics, which bulletin will contain in addition a description of the processes and occupations, a study of agreements from 1911 to 1925, and certain other features.

General-ware pottery includes tableware and such other articles as may be made incidentally in connection therewith. The study did not cover sanitary ware or any form of industrial porcelain.

A very large percentage of the employees in this industry are pieceworkers. Those in the clay shop are paid a rate per dozen pieces of ware. Those who place the ware in the kilns for burning, with very few exceptions, are paid a rate per "kiln day." A "kiln day" is a specified number of cubic feet of kiln space, which varies as between bisque and glost kilns and as between semivitreous and vitreous ware. Those who draw the ware from the kilns after the burning are as a rule paid a rate per 100 cubic feet. Many of the employees who decorate the ware are paid a rate per dozen. Piecework also prevails in other occupations.

Very few potteries keep a record of the time worked by pieceworkers as this is not necessary in order to pay their employees. Hours worked by *time workers* are of necessity recorded because they are paid rates per hour, day, or week.

The study was limited to a representative two-week period. In order to get figures as to actual days and hours worked by the pieceworkers, to bring into comparison with their earnings in the period studied, it became necessary to have a special time record kept.

Data were obtained for 6,666 male and 3,657 female employees of 46 potteries engaged in the manufacture of semivitreous ware. Of these 46 potteries 31 are in Ohio, 7 in West Virginia, 3 in New Jersey, 2 in Pennsylvania, and 1 each in Maryland, Tennessee and Virginia. Also, data were obtained for 1,619 male and 1,065 female employees of 7 potteries making vitreous ware, of which 3 are in New York, 2 in Pennsylvania, and 1 each in New Jersey and West Virginia.

Date for employees of potteries which manufacture semivitreous ware and of those that manufacture vitreous ware are shown separately. The data for employees of semivitreous potteries are presented in five separate groups and the data for employees of the vitreous potteries are combined into one group.

Group 1 includes 2,194 male and 1,083 female employees of 5 East Liverpool, Ohio, and 6 nearby West Virginia potteries. These 11 potteries are operated by 4 large companies.

Group 2 includes 1,037 male and 531 female employees of 11 potteries of smaller companies in East Liverpool.

Group 3 includes 2,794 male and 1,729 female employees of 18 potteries of which 15 are in Ohio outside East Liverpool, 2 are in Pennsylvania, and 1 in West Virginia.

Group 4 includes 228 males and 121 female employees of 3 Trenton, N. J., potteries.

Group 5 includes 413 male and 193 female employees of 3 potteries, 1 each in Maryland, Tennessee, and Virginia.

Average Days, Hours, and Earnings

From the data obtained averages have been computed of days on which employees worked in two weeks, of hours worked and earnings made in two weeks, of hours worked and earnings made per day, and of earnings per hour, for males and for females in each occupation, and such averages are presented in Table 1. The average earnings are computed by dividing the aggregate earnings of the employees in the two weeks by the aggregate time worked by the employees in the two weeks.

Reading line one of Table 1, it is seen that the 15 slip makers of 11 establishments in Group 1 in the two weeks covered by the study worked an average of 9.1 days, or 84 hours, making an average of 9.3 hours per day. In the two weeks they earned $68.91 or $7.60 per day and 82 cents per hour.

Averages are shown for 40 occupations under semivitreous ware in which there are no females, for 11 in which there are no males, and for 5 in which there are both sexes. The average earnings per hour and males range from 32.5 cents for straw boys to $1,273 for boss bisque-kiln placers. For females the range is from 24.8 cents for dusters to 52.4 cents for finishers. The average earnings per hour of the males in the five occupations for which averages are shown for both sexes range from 35.4 cents for turners' spongers to 75.9 cents for gilders and liners, and of females range from 31.7 cents for turners' spongers to 52.8 cents for gilders and liners.

Averages are shown in Table 1 for each of the two classes of ware for a group of workers designated "other employees," which includes blacksmiths, bricklayers, engineers, firemen, janitors, machinists, masons, millwrights, watchmen, "miscellaneous" and "general" labor, and scattering employees too few in number to warrant separate tabulation.

Averages are shown also for each class of ware for all males and all females, and for all employees of both sexes combined. Comparing averages for semivitreous ware it

is seen that the employees of each sex worked approximately the same number of days and hours, that all males collectively earned an average of $52.44 in two weeks, $5.70 per day and 70.5 cents per hour, and that females earned $26.54 in two weeks, $2.99 per day, and 38.5 cents per hour. In comparing these general figures it must be borne in mind that there is much difference in the character and class of the work performed by males and by females in a pottery. The averages for both sexes in semivitreous potteries show 9.1 days or 72.5 hours worked in two weeks, and 8 hours per day, and $43.27 earned in two weeks, $4.76 per day, and 59.6 cents per hour.

In two weeks there are 12 working-days. As stated above, the employees of semivitreous potteries worked an average of 9.1 days. The loss of 2.9 days in two weeks was due principally to the fact that a very large majority of the potteries were not operated on Saturday, thus accounting for approximately 2 days of lost time. Several potteries were operated less than 5 days per week or less than 10 days in two weeks, and frequently work was not available for some employees even though the pottery was operating. On the other hand a few employees did not work the full time available because of sickness or personal business or because of entering or leaving employment in the pottery. This has its influence on earnings. Most of the potteries, especially the semivitreous, complained that business conditions were poor.

The normal or customary hours of operation of the great majority of the potteries included in the study are 9 per day and 54 per week. Working hours in a pottery, however, are more nominal than normal, as so many employees are pieceworkers and to quite an extent determine their own time. In actual practice a very considerable percentage of the employees, especially those in the clay shop, kilns, and dipping room, work considerably less than 9 hours per day or 54 per week—some not more than 6, 6½, or 7 hours per day. This condition was quite pronounced in the period under study.

Sometimes figures are not quite clear without an explanation. For example, it is very unusual to show a higher average earning per hour for the "helpers" of an occupation than for the *major* occupation, as is shown for the four hand sagger maker's helpers of Group 2, whose average is 89.3 cents. The average for the 18 hand sagger makers of Group 2 is 85.8 cents, or 3½ cents per hour less than for helpers. The explanation is that in four potteries employing four hand sagger makers there were also four helpers. The earnings of the four sagger makers who had these helpers ranged from $1.04 to $1.46 per hour, and for the helpers the range was from 77 cents to $1.09 per hour; 14 of the 18 hand sagger makers in Group 2 had no helpers. Their earnings ranged from 52 to 89 cents per hour, and collectively they earned an average of 76 cents per hour or 1 cent per hour less than any of the four helpers in Group 2.

Classified Earnings, Days and Hours

Employees in 24 of the most important occupations have been classified or grouped in a series of tables according to (*a*) their average earnings per hour, (*b*) the number of calendar days or parts of days worked in two weeks, (*c*) number of hours actually worked in two weeks, and (*d*) the amount of earnings actually made in two weeks. To illustrate, 116 jigger men are classified or grouped "90 cents and under $1," because the average earnings per hour of each fall within that group.

In these tables are classified 4,402 or 66 per cent of the 6,666 males, and 2,972 or 81 per cent of the 3,657 females included in Table 1 under semivitreous ware, and 856 or 53 per cent of the 1,619 males and 785 or 74 per cent of the 1,065 females tabulated under vitreous ware in Table 1. These tables are as follows:

Table 2—Average and classified earnings per hour, by selected occupations and sex, 1925.

Table 3—Average and specified number of days on which employees worked in two weeks, by selected occupations and sex, 1925.

Table 4—Average and classified hours actually worked in two weeks, by selected occupations and sex, 1925.

Table 5—Average and classified earnings actually made in two weeks, by selected occupations and sex, 1925.

Space is not available in this article to show these figures by geographical groups.

Index Numbers of Production and Employment

The number of glost kilns drawn by the pottery industry as a whole during a specified period of time and the amount of the pay-roll totals are each indicative of the general trend of business and of employment during that period.

To obtain an index of production and thus be able to show approximately the trend of the pottery industry, the bureau obtained the number of glost kilns drawn each month, January, 1923, to September, 1925, whenever available, from the records from each of the potteries included in the study. Glost kilns drawn do not of course perfectly represent the amount of employment in a pottery as a whole, as stock may accumulate preparatory to firing or the glost kiln may be unusually active for a short time and draw on accumulated stock. Index numbers based on the aggregate number of glost kilns drawn appear in Table 6 together with index numbers of wages paid as taken from pay-roll totals.

The bureau for several years has been receiving monthly reports as to the number of employees and pay-roll totals for the pay period of each month that ends nearest the 15th, from a large number of manufacturing establishments, including the majority of the potteries covered in this wage study. During the wage study pay-roll totals were obtained from most of the other potteries visited.

Nearly all potteries have a two-week pay roll; thus the employment reports in the main speak for the first half of each month. The bureau in its employment study has felt that it could not ask for a report for every pay period during the year. When pay rolls are assembled in large



"Old Staffordshire," "Westminster" Shape

FROM

Booths Ltd., Tunstall, Staffs, England

Makers of

"Ceylon Ivory"

Opaque Porcelain of the Finest Quality

Open Stock carried in New York to cover Quick Needs.

Staffordshire is well represented by this bright and cheerful decoration. It carries one's thoughts back to the good old days. The country flowers of Old England are painted, before the glaze is added, in natural colours which can never change.

An added charm is the rich tone of the Ivory body which softens and improves the colour effects.

A dinner service of "Old Staffordshire" is within the reach of all, the pattern being priced at a low rate on the Standard English List.

Decorations produced by Booths Ltd. have individuality. They are away from the humdrum styles and sell rapidly at a handsome profit. The new patterns for 1926 are unsually attractive.

Edward B. Dickinson, Inc.

Sole Agents for
Booths Ltd., Arthur Wood and "Hook-Lid Teapots.

37 West 23rd Street, New York

numbers the one pay period of the month is considered fairly representative of the month as a whole.

In the present study it was not deemed expedient to ask the potteries to go back through old records to get out pay-roll data to furnish full-month pay-roll figures. Thus, the glost kilns drawn represented the full month with its variable number of working-days while the pay-roll totals roughly represent the first half of each month. However, with this limitation, the trend of these figures through the 33-month period fairly represent production and employment conditions of the industry. No wage adjustments of any importance were made during the period covered by these figures.

During the wage study the semivitreous potteries especially have generally complained of the depressed conditions of their industry as compared with 1923 and the early part of 1924 and also as compared with the busy years preceding the depression of 1921. Figures of this table confirm the general statement as to low business since the summer of 1924. The employers in a few vitreous plants spoke in a little more hopeful way, which their figures appear to warrant.

INDEX NUMBERS OF PRODUCTION AND OF EMPLOYMENT, JANUARY, 1923, TO SEPTEMBER, 1925

[January, 1923]

Year and month	Index numbers: Semivitreous Glost kilns drawn	Semivitreous Amount of pay rolls	Vitreous Glost kilns drawn	Vitreous Amount of pay rolls
1923				
January	100.0	100.0	100.0	100.0
February	94.5	103.6	96.2	102.8
March	114.6	105.3	111.5	112.2
April	107.7	111.9	106.4	114.1
May	114.4	112.1	106.4	115.6
June	109.3	111.2	109.0	120.5
July	84.8	87.0	91.0	108.6
August	110.8	109.6	102.6	120.6
September	108.0	110.2	103.9	125.2
October	112.7	114.5	114.1	132.1
November	112.4	119.3	109.0	129.3
December	97.6	122.9	107.7	138.9
1924				
January	112.1	111.6	111.5	136.5
February	114.2	122.5	105.1	140.1
March	118.7	123.8	118.0	138.9
April	115.6	124.2	119.0	142.5
May	116.5	120.9	118.0	139.0
June	102.0	110.8	114.9	138.8
July	71.3	62.2	98.6	108.2
August	94.9	100.4	89.5	124.7
September	91.7	99.2	100.7	127.1
October	93.4	102.1	103.7	122.7
November	81.6	90.4	90.5	125.7
December	81.5	103.4	94.6	124.5
1925				
January	88.9	94.4	77.3	117.4
February	96.4	107.6	83.4	120.7
March	99.2	108.9	93.6	121.9
April	95.8	104.8	95.6	116.8
May	93.8	100.4	85.4	116.6
June	83.3	91.1	101.7	121.3
July	64.6	46.7	87.5	106.9
August	87.4	97.6	84.4	122.2
September	87.8	92.6	94.6	117.5

United States Civil Service Examination

Assistant Scientific Aid, $1,500

Junior Scientific Aid, $1,320

Receipt of applications for these positions will close December 26. The date for assembling of competitors will be stated on the admission cards sent applicants after the close of receipt of applications.

The examinations are to fill vacancies in the Departmental Service, Washington, D. C., including the Bureau of Standards, and vacancies in positions requiring similar qualifications.

The entrance salaries are shown above. Advancement in pay may be made without change in assignment up to $1,860 a year for assistant scientific aid, and up to $1,680 a year for junior scientific aid. Promotion from grade to grade and to higher grades may be made in accordance with the civil service rules.

For the position of assistance scientific aid examination will be given in the optional subjects of advanced general physics, ceramics, chemical engineering, civil and mechanical engineering, electrical engineering, paper technology, physical metallurgy, physics and chemistry, and textile technology.

Competitors in the assistant scientific aid examination will be rated on general chemistry and elementary physics; mathematics including differential calculus; the optional chosen; and education, training, and experience.

Competitors in the junior scientific aid examination will be rated on physics or chemistry; mathematics through trigonometry; mechanical drawings; and education and experience.

The Bureau of Standards covers a wide field of work in physics, chemistry, engineering, and industrial technology, including research and standardization, and offers valuable experience to those preparing for these professions.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil-service examiners at the post office or custom house in any city.

Lippincott Glass Co. Increases Production

Increased production is reported at the plant of the Lippincott Glass Co., at Alexandria, Ind. Some weeks ago seven shops were placed in operation, and since then four additional shops have been added, the entire output being stemware and blown goods. It is the intent of this interest to add still other shops at an early date, and as new business justifies. The company is now rebuilding its warehouse which was recently destroyed by fire with a loss of $25,000.

United States' trade with Africa has increased 240 per cent since the opening of the World War, while trade with other parts of the world has little more than doubled in the same period.

There are 60,000 motor busses now in operation in the United States. This is double the number of two or three years ago. About 3,250 are run by electric railways and steam roads, 20,000 by schools and the remaining 36,750 by independents.

M. FINKELSTEIN

Manufacturer of

RUBBER COVERED, BRASS AND WIRE EASELS

AND FRUIT SET RACKS, PUNCH BOWL HOOKS.

BRASS SPRING PLATE AND PLAQUE HANGERS, ETC.

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Telephone, Orchard 9347

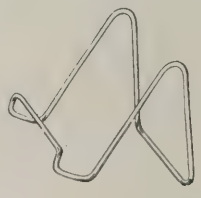
Rubber Covered Easels

FOR DISPLAYING FLAT ARTICLES, PLATES, BOXES, PICTURES, ETC.



No. 719—Small .....For 4 to 6 in. articles
No. 720—Medium .....For 6 to 8 in. articles
No. 721—Large .....For 8 to 10 in. articles
No. 722—Extra Large.....For 10 to 14 in. articles

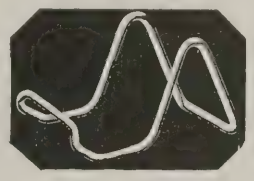
No. 318 Solid Brass Easel



This easel is intended for Traveling salesmen showing their lines in hotels. Can be bent together, taking up very little space. It is 2½ inches wide by 3 inches high.

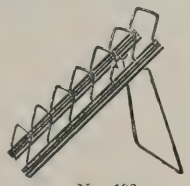
Rubber Covered Easels

FOR DISPLAYING DEEP ARTICLES, BOWLS, BOXES, ETC.



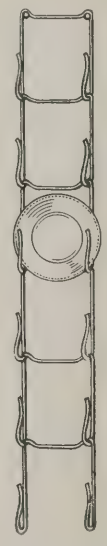
No. 919—Small .....For 4 to 6 in. articles
No. 920—Medium .....For 6 to 8 in. articles
No. 921—Large .....For 8 to 10 in. articles
No. 922—Extra Large.....For 10 to 14 in. articles

Elevated Plate Rack



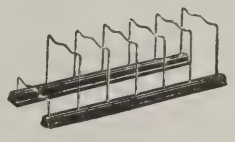
No. 132

No. 132. This is a good rack for showing six decorated plates; —it is secure and takes very little space. Standards are maplewood, wires in lustre finish.
FOLDS UP CLOSELY



NO. 91.—TINNED WIRE
Plate Hangers used in strings

Plate or Platter Rack



No. 131

No. 131 Holds six pieces. Maplewood Standards; wires in lustre. Folds up closely

No. 831 is same as No. 131, only the wires are rubber covered.

Excellent for High Grade Plates



Style of all Sizes

SPRING PLATE HANGERS

Fine Gilt, Solid Brass

No. 181,	adjustable	from	6	to	8	in. plates
No. 182,	"	"	8	"	10	" "
No. 183,	"	"	10	"	12	" "
No. 184,	"	"	12	"	15	" "
No. 185,	"	"	15	"	18	" "
No. 186,	"	"	18	"	21	" "

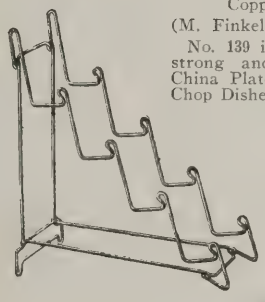
No better spring hanger made.

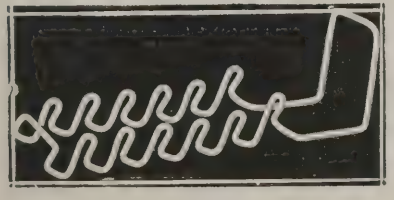
No. 139—FOLDING DISPLAY RACK

Copper Oxidized Finish

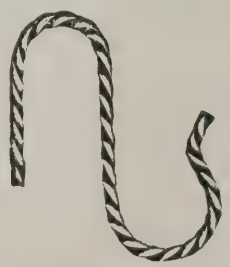
(M. Finkelstein, Pat. July 13, 1915.)

No. 139 is a heavy Display Rack, strong and secure, for displaying China Plates, Platters, Nappies and Chop Dishes.—It is the most serviceable on the market. — Easy to adjust. — Folds up closely. — It is 16½ inches high, 14 inches deep and 5 inches wide.



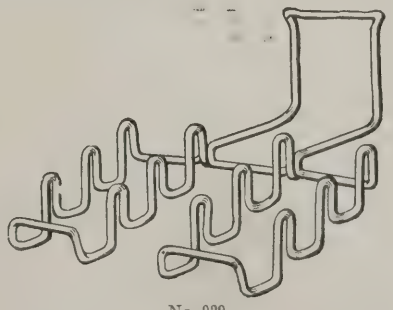


No. 918
RUBBER-COVERED FRUIT SET RACK



PUNCH BOWL HOOKS

No. 42 twisted wire in lustre finish.
No. 226 Fancy Solid Brass.



No. 929
RUBBER-COVERED FRUIT SET RACK

The Sendar Company

35 West 23rd St.

New York



Announces

their appointment as exclusive Eastern Representatives for

John Steventon & Sons, Ltd.

Burslem, England

Manufacturers of

Dinnerware
Service Plates
Fancy Lines

Samples Now on View

Special attention is called to the Kato pattern as illustrated. Made in both plain blue print and colorful enamel treatments.

Stocked in New York for Immediate Delivery


The
SYMPHONY
DEC.
Exclusive Open Stock Patterns on the New Deluxe Shape as illnstrated
Also Continuing the Popular American Shape, with new Borders and Medalions
De Lux Shape
T. A. McNICOL CHINA CO., East Liverpool, Ohio



Pottery and Porcelain of Many Lands

Emil Hannover, Danish Authority, Capably Handled Subject in Handbook Published Just After His Death

GRATITUDE of collectors is due all those who had a hand in the publication of the handbook on pottery and porcelain by the Danish authority Emil Hannover. These include the author, of course, his translator and editor, Bernard Rackham, the Danish publishers, and the American publishers, Messrs. Charles Scribner's Sons. It is truly a monumental work, in more than one sense, for the learned author died just a few days before the publication of the second volume, in 1923. The first had been brought out in 1921. The third was published in 1924. Simultaneously with the publication of the Danish edition, one was brought out in Sweden.

Both author and editor may safely be regarded as competent authorities, for the first was director of the Museum of Industrial Art in Copenhagen and the second holds now the post of Keeper of the Department of Ceramics in the Victoria and Albert Museum. The three volumes represent the accumulated knowledge of both author and editor, for the latter has annotated the work in appendices out of the store of his own learning and has not hesitated to make corrections where his further experience has given him later or more conclusive evidence than was possessed by the former.

What makes the work of the more value to the Western collector is the fact that it brings to him not a commentary and history of the better known English and Continental potters and their output, but that it sets forth facts and descriptions of workmanship with which he has comparatively little opportunity to become familiar. It digests what has been written in many languages about the pottery and porcelain of many lands and in addition sets forth the learned author's discoveries and conclusions, and to all this Mr. Lackham has added comprehensive appendices giving bibliographies.



Danish Vases (Copenhagen) Eighteenth Century

Much Still to Learn

Although monumental in its scope, the author, like the true scientific man, belittles the results of his labors.



German Porcelain Twentieth Century

Other works in other languages, he says, have said much of what he has to say, and besides, he regards the knowledge of his subject as only in an elementary stage, for he points out that during the last few years on an average of one old factory for the manufacture of earthenware or porcelain has been rediscovered every other month. The study of ceramics he regards as hardly out of its infancy, for on no branch of it can the knowledge of it be said to be complete.

And yet Mr. Hannover has given a lifetime to the study of his subject. He states that from his youth pottery has had a fascination for him. During twenty years of travel he made notes of his observations in foreign museums and after that as a museum man he digested, assimilated and broadened his knowledge. He frankly states that his competence to discuss the pottery of ancient times is not what he would like, for to become a connoisseur in that subject requires a lifetime of study. Equally frankly he confesses that certain branches of the subject, such as Rhenish stoneware, some of the faience of the minor German factories and much of the English earthenware, do not interest him. Indeed the workmanship of the English potters receives comparatively scant attention, and the reason as Mr. Hannover gives it is at least logical and worthy of pondering. "A survey of the pottery of England," he says, "does not offer nearly the same artistic display that one meets with in reviewing the Continental faience of the past. English pottery at the height of its development, in the form of the oft-mentioned cream-colored earthenware, is indeed English, from the material point of view an original and national product, but a product having far more to do with mass-industry than with industrial art. Herein also lies the explanation of the conquest of this article of the world market and the accompanying annihilation and effacement about 1800 of all artistic faience on the Continent."

Forgeries Illustrated

Mr. Hannover has rendered a service in the matter of forgeries and fakes. For the first time in a work of this sort have forgeries been described carefully and even illustrated. But he warns that study of fakes is not the way to learn to detect them. The really dangerous counterfeits, he says, can only be learned through a study of the genuine. Book learning on the subject he does not count of much use. Contact with the objects themselves he insists is the only real study, both for the appreciation of the genuine and for the detection of the false.

The section of the first volume devoted to ancient Greek pottery contents itself with exposition merely, thus fulfilling the prime essential of a handbook. The various styles of Greek vases are named and illustated and the text gives adequate descriptions of the work that has been brought to light by the archaeologist.

In connection with the ancient pottery of the East, Mr. Hannover brings out the interesting fact that glaze as applied to pottery dates from as early as 3300 B. C. The earliest known example is that of a fragment of a vase on which the name of King Mena is inlaid in violet glaze. Since this shows already an elaborate technique, it is safe to assume, he says, that the process was already developed in Egypt. In studying the volumes it is well to keep in mind that the author means by faience the extended sense of earthenware coated with a glaze either of the siliceous type, generally applied over a coating of fine clay slip, or of stanniferous type, a glaze or enamel rendered opaque by an admixture of oxide of tin. The word slip he defines, in its generally accepted sense, as a coating or wash given a piece to cover irregularities of color in the clay and to form an even surface for decoration.

Glaze Known to Romans

Mr. Hannover takes issue with the statement usually given credence that glaze was introduced into Italy by Luca della Robia and shows that it was in use much earlier. He points to certain jugs and jars dug up from the Forum in Rome as evidence that lead glaze was known to the Romans. These finds, of coarse red



French Teapot and Stand, Nineteenth Century





Left: American Pottery of Nineteenth Century. Right: Early Italian Capo de Mante Porcelain

clay, were covered partly with a clear glaze and partly with a green glaze. He scans the theory that Italy adopted tin enamel from the East but is inclined rather to think that it sprang up of itself. The stage of the lead glaze, as indicated by the finds in the Forum, he believes to have been followed by the customary next stage, the use of a slip coating. In order to enhance the whiteness of the slip tin ash was used, and if at any time too much of this had been introduced into the pipe clay of the slip, a tin enamel would automatically have resulted.

Mr. Hannover is certain that the Italian workmen taught the French the use of tin enamel, for the earliest dated French faience, the remains of a tile pavement, show a developed technique of precisely the same kind as that of contemporary wares of Italy. He tells with sympathy the story of Palissy, the Frenchman who sacrificed everything to the discovery of a process of fusing enamels.

In the classification of Renaissance pottery the author traces three tendencies operative in Germany. That from Italy resulted only in a few imitations of Italian Moiolica. The second was based on firmly rooted medieval traditions and led to a high development in the sixteenth and seventeenth centuries of the Hafnerkeramik, closely allied in appearance to Palissy ware. The third had nothing to do with either of these, but let to the imposing group of stoneware of various sorts which he considers the greatest contribution of Germany to the history of pottery.

Delft Pottery

In the division of the volume headed "From Baroque to Empire" Mr. Hannover devotes much space to a consideration of the work of the Delft potters. In the seventeenth century there was a tremendous increase in interest in Delft pottery for the reason that the preeminence in brewing which the town had enjoyed had become lost through competition, and local capital turned to the potteries for investment. From this sudden growth dates the fame of Delft. Towards the end of the century, however, industry took a hand and the factories were no longer controlled by artists. From this time dates the famous blue monochrome Delft ware.

French faience in this period is divided into two technical groups in the first of which the Italian and early Dutch technique is continued and the wares are fused at a high temperature. In the second, the decoration is carried out on already fused tin enamel and fused in a muffle-kiln. Until the middle of the eighteenth century the first method was predominant, and after that the second began to come into vogue. In Germany this period was fruitful in the production of a great variety of shapes, styles, colors and designs.



English Lancastrian Pottery of Nineteenth Century

When Mr. Hannover gets on to home territory, northern Europe, and particularly Denmark, he takes pleasure in treating exhaustively the development of faience and shows in text and illustration some wonderfully beautiful examples. Being a handbook rather than a history or a treatise, the work does not go so exhaustively into a general discussion as into particular exposition of makers and styles.

The second volume of the triad deals with the porcelain of the Orient,

(Continued on page 158)



Napoleon's China Highly Prized

TREASURED as mementoes of Napoleon, one-time emperor of France and master of the world's fate, two rare dishes are the property of a Little Rock, Ark., family—Mrs. A. E. Hoke and H. R. H. C. and H. K. Wolke.

According to tradition of the Wolke family, the dishes were gifts from Napoleon to Mrs. Hoke's great-grandfather, J. G. Wolke, senator of Pommern, Germany. Details of the circumstances surrounding the gifts are hazy, but the time is known to have been between March and October of 1815.

Napoleon's power a year before that almost had vanished, his chief supporters had deserted him, and on April 11, 1814, at Fontainbleau, while the allies were in power in Paris, he had abdicated as emperor of France. He had gone to the island of Elba on April 20 and ruled there for ten months. Then on February 26, 1815, he secretly

(Continued on page 160)

Fifty One Years Ago—

From the 1874 files of the Crockery and Glass Journal

Cars Lighted by Gas

ON one of the railways in Prussia the cars have been lighted by gas for about a year. The experiment has been so successful that there is little doubt of ultimate exclusion of all kinds of oil lamps on railways in Germany.

The Origin of Cupboards and Sideboards

A VERY important article of furniture was the cupboard in early times. It appears to have been originally a board on legs and spread with a cloth, for the purpose of displaying gold and silver cups, lamps and other plates, and articles of value. Afterward a locker became attached to it as a safe depository for the property when not in use. In latter times it was called a buffet and it certainly was the origin of our modern sideboard.

Make Lights Here for Royal Palace

THE royal palace in St. Petersburg, which is being refurnished, is to be supplied with ten 50 light chandeliers manufactured in this country.

Thick China Ware

WE have been shown samples of thick china ware from the French china works at Corona, L. I. If what we saw is a fair sample of the ware manufactured, we must concede that the time is not far distant when our own factories can claim superiority to any porcelain, either French or English. The gentlemanly manufacturers assure us that they are determined to make their ware superior to any porcelain in the market, and we take a pride in witnessing the spirit of enterprise manifested in this important branch of the trade. They are fitting up a sample room for the display of their goods at 43 Park Place, and we are informed that our young and energetic friend, Samuel Clark, Esq., who is well known throughout the trade, is identified with them.

Trenton American Pottery Center

THE American pottery interest is centered in Trenton, N. J., on account of its proximity to extensive clay beds and its excellent facilities for transporting wares to this and other large cities. The business is very large, and is constantly increasing, and its product is of a superior quality.

Hard Pan Figures

MR. OSCAR SCHEESMAN still continues the unpacking and jobbery of crockery at 74 Warren Street, his old stand. He is also importing extensively assorted crates for the country retail trade, the assortment being so carefully made up that they will replenish any stock wanting new ware. He has reduced his expenses some fifty per cent, and is enabled to sell at "hard pan" figures.

Discover Supply of Clay

AN inexhaustible supply of potter's clay has been discovered at Whatcom, Washington, Territory.

Horace Greeley a Laborer

HORACE GREELEY, neyhew of the late Horace Greeley, founder of the New York *Tribune,* is a day laborer at the glass work of Stephens, Crandell & Co., Bernhard's Bay, Oswego County, N. Y.

Teapot 300 Years Old

CRADDOCK notes the fact that Miss Sarah Berthards, of Bourbon County, Ky., has a Britannia teapot known to be over 200 years old. It was brought from England by some of the first emigrants, and is thought to be more than 300 years old.

Company Does Work for Thomas Nast

THE Meriden, Conn., Britannia Company has just refinished $1,000 worth of goods for the celebrated artist Thomas Nast, which he received from Pompeii and Herculaneum.

Sells Interest in Pottery

MR. RICHARD WILLINGTON, Trenton, N. J., has sold out his interest in the pottery of Willington and Astbury. We learn that Mr. Willington will erect a new pottery for himself.

Steubenville Glass Works Busy

WORKMEN are engaged night and day at the new glass works at Steubenville, O., putting in new pots. The work will be ready to start up again in about two weeks.

To Our Readers

NEW YORK, January 23, 1875.—Our arrangements are so near completion that we shall probably be able to issue the Crockery Journal weekly from this date. Persons who have been receiving the paper regularly would confer a favor by signifying their intention to become subscribers or their desire that it should be discontinued.

The Tariff

IN the bill known as the "Little Tariff Bill," agreed upon by the Conference Committee of both Houses of Congress, spurs and stilts used in the manufacture of earthen, stone or crockery ware are admitted free. The bill has been concurred in by the Senate, and now awaits the action of the House of Representatives.

Haviland China

is stamped

Haviland
France
DECORATED BY
Haviland & Co
Limoges

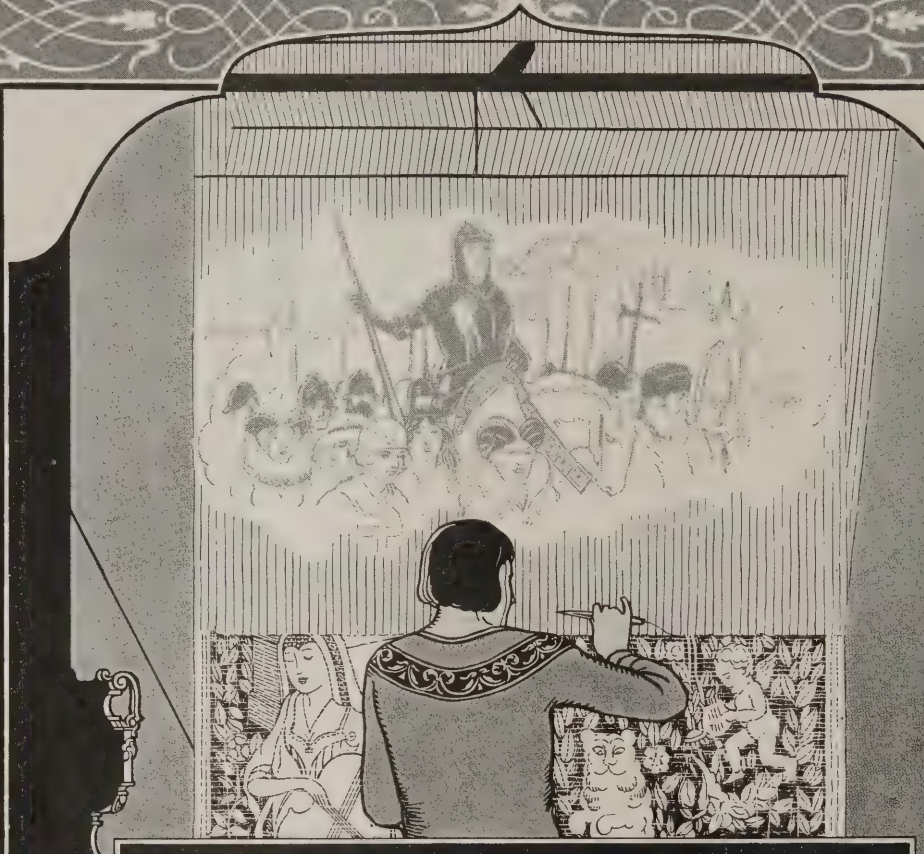
on white china

on decorated china

We respectfully remind dealers that the china stamped "Haviland" or "Haviland & Co." is the only china known since 1840 as Haviland China and that any other ware with the name Haviland in its stamp cannot be lawfully sold as Haviland China, or without the mention of the name in full with which it is stamped.

Any infringement upon our exclusive right to the denomination of "Haviland China" for our ware would oblige us to sue the offender for damages.

Haviland China Co., Inc.
11 East 36th St., New York



ANNOUNCING-
A new shape in Ivory Body
The MARYLAND
A new shape in Semi-Vitreous Porcelain
The YORK
Now ready for the market

Gems in tapestry arose from the weavers inspiration. They are the genius *of* imagination transformed into realities for a worlds enjoyment. So in each work of pottery *an* artist first dreamed and then created.

VITREOUS

The Edwin M. Knowles
CHINA COMPANY
EAST LIVERPOOL, OHIO



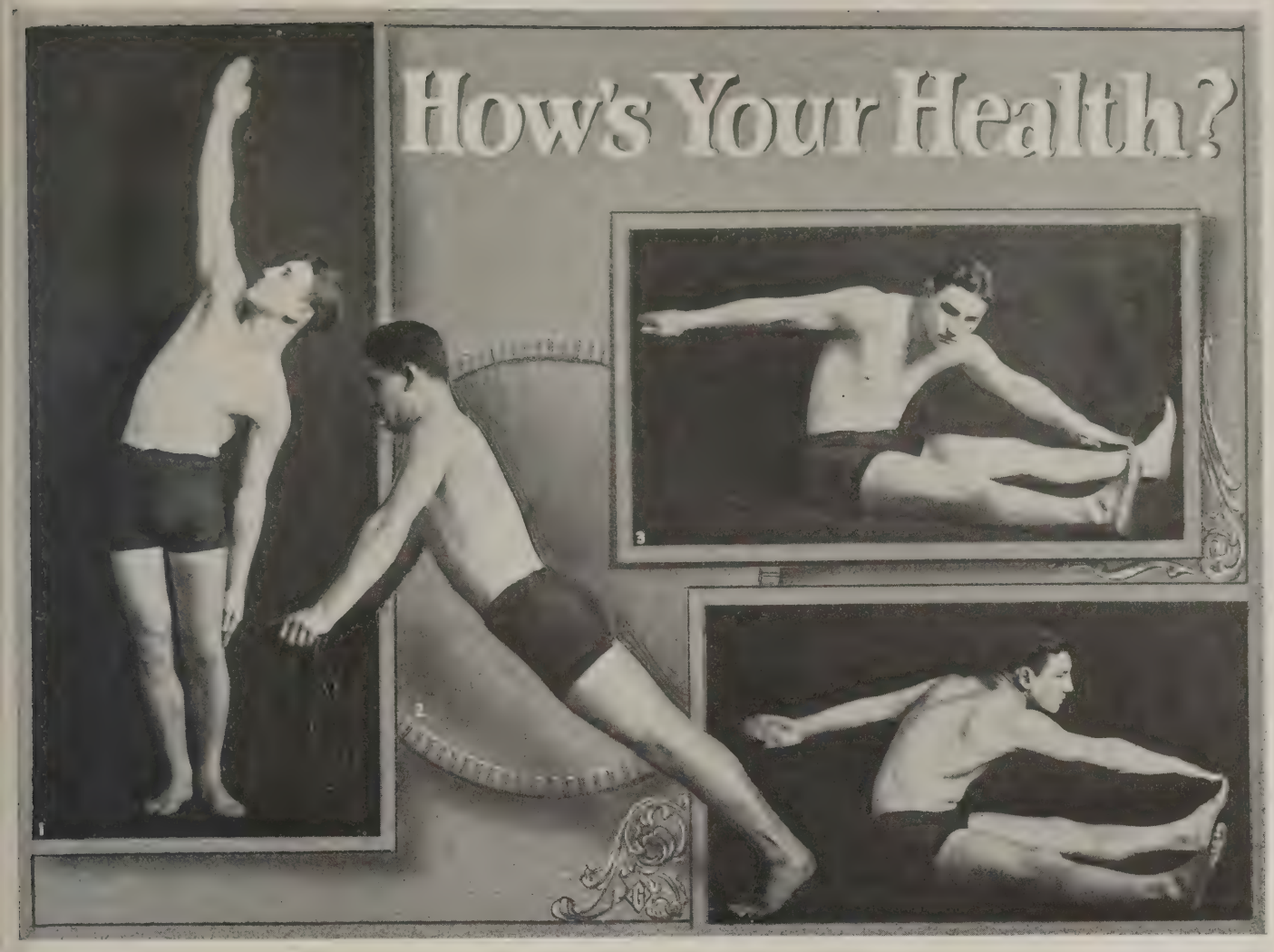


K
IVORY

Christmas - THE SEASON OF MUSIC AND GIVING

The Edwin M. Knowles China Company

EAST LIVERPOOL, OHIO



An Informal Talk to the Crockery and Glass Trade On the Art of Keeping Physically Fit

By Norton B. Jackson

MOST of us in these fervid days of continual rushing about and brainstorming are apt to have our time taken up almost wholly by business to the neglect of our physical welfare. This is true in practically every line and especially so with those of us connected with the crockery and glass business. During the day we are absorbed with business, thoughts of new goods, new decorations, more sales, etc. We eat a hasty mid-day meal and then go back to the office for more thinking and pondering.

At night we go home and eat a hearty meal, light up the old Dunhill, and read about the latest holdups in the evening paper. When that is digested we turn on the radio or go to the movies. Occasionally a few of us get out for a round of golf, but aside from that we give our bodies very little exercise.

A few decades ago such an evening, if radios and movies had been popular, would have been in order for our great grandfathers who were performing physical labors, but conditions have changed and today the majority of us who are confined indoors a greater part of the time, find ourselves ailing. Along about three or four in the afternoon we get that "tired feeling." Then as we get older we develop some kind of illness and a little later if we continue to neglect our physical welfare we are measured, there are a few flowers and sobs and our earthly cares are ended.

This is not meant to be a gloomy discussion but rather a beneficial cussing and discussing of the brighter side of life that can be had by keeping physically fit. And how easily this is done is known to a few of us in the trade who have formed the habit of taking a few simple exercises every night just before we put out the light and get under the covers.

A man may be likened to an automobile tire. If a tire is allowed to stand idle and is not used it gradually softens and deterioates until in time it goes all to pieces. So it is with man. To keep healthy he must do a certain amount of moving or exercising and if he neglects to it is but a matter of time before he begins to fail physically and later as a consequence—mentally.

The deterioation process may be so gradual at first that he does not notice it but it is certain nevertheless.

The average business man does not want any real strenuous exercises. They would do more harm than good and are for the younger fellows and athletes who are training with some object in view. It is just as important, however, for those of us who are mostly indoors to train lightly with the more important object of leading a healthier and fuller life. As the late Walter Camp put

it: "Not to see how long but how full we can make our lives."

I have known many boxers, wrestlers and trainers and most of them have agreed that improper eating does more harm than moderate smoking or drinking.

A few years ago I was training with Jesse Gehman, the well-known physical culturist, and the subject of exercising came up. Jess agreed to prepare a series of moderate exercises designed to keep a fellow physically fit, for me. He was as good as his word and I am passing them on hoping that they may answer the needs of some in the trade who feel the need of a few light exercises. Most of us do.

It might be well to mention that I am not attempting to pan something off here that I have not tried myself. The writer does these—and several others—every day. Once the habit is formed there's nothing to it. Here they are just as Jesse sent them to me:

In Figure 1 the writer is standing feet together, arms at sides. Bring arms to the side overhead. Slowly lower left arm in wide outward sweep and bring it down gradually below knee, bending far to the left. Alternate and repeat five to ten times.

After you have become a bit used to exercising you might try the one in Figure 2. I'll warn you, however, that it's a pretty tough exercise. It consists of placing hands on arms of chair as shown and assuming the position illustrated. Now lower chest to chair and then push up.

Figure 3 is a dandy! Especially if you want to take a little off that "corporation" that has been worrying you lately. Sit up and spread the feet far apart, arms out to sides. Twist the body to the right, tryng to touch the left toes with the right fingers; alternate right and left five to ten times.

There is one other that is not illustrated here but which most of us know. It's the old one that we used to do as kids—bending down and touching our toes without bending the knees. This is a good one for the back and also helps the stomach. Some of us can do it right off the bat while others of us won't be able to get down more than half way at first. But for these latter—don't be discouraged. Try going down a little further each night and before you know it you'll be touching the floor—not with your finger tips but with your palms!

Sleep with your windows open. When you arise take at least three good deep "inhales" standing in front of the open window. (Taking special care, of course, that Bill Brown's wife doesn't see you from her window across the street.) Walk as much as possible, there's nothing better and take the aforementioned exercises. Be careful in starting not to overdo yourself. That is the greatest fault of the beginner. Don't be discouraged if it seems difficult at first.

If you fellows out there in the crockery and glass trade will follow this advice I'll guarantee you'll be better and healthier men. Try it!—today.





Monogram Tableware is again all the Vogue

Glass Novelties

Complete lines of Glass novelties in gold encrustations, and Silver Deposit, combined with cuttings.
Enamel and Floral decorations combined with color grounds.

Glass Plates

in rock crystal light cutting and copper wheel engravings.

Stemware

in silver and gold encrustations, rock crystal or color effects.

Service Plates

in white or underglaze blue rim with encrustations and raised gold decorations.

Dinnerware

in French or German China with encrustations in all widths.

Monograms and Crest

in individual sets of china and glass with encrusted sterling silver decorations and monograms or crests. The Bride's own monogram or family crest on glass salad plates, or any particular set, make perfect wedding or anniversary gifts.

ON DISPLAY

Room 619 Wm. Penn Hotel during the Pottery and Glass Exhibit, Pittsburgh

Western Representative:
R. E. Baum
660 Mission St., San Francisco

EDMONDSON WARRIN, Inc.

43-45 West 13th St., (between 5th and 6th Avenues)

NEW YORK ESTABLISHED 1860



Philadelphia Store Has Real Reindeer

SANTA CLAUS and his reindeer with Andy Bango, the Laplander, and Ikkok, the Eskimo, greeted thousands of children in the toy department of Strawbridge & Clothier, Philadelphia, recently.

Following the announcement of the coming of Santa Claus and his reindeer in the newspapers the store was fairly deluged with thousands of inquiries, and on Saturday of the week they arrived, it was necessary to install traffic regulations to handle the immense crowds that milled in and out of the toy department all day long.

C. Emerson Brown, superintendent of the Philadelphia Zoological Gardens, wrote the store a letter, praising it for bringing real reindeer from Northern Alaska for the benefit of thousands of school children.

The animals are kept at the store's athletic field and will be shown every day until Christmas, between 9 and 1 and 3 to 5:30 o'clock.

In describing the reindeer team the store said: There are six reindeer on our team—Dancer, Prancer, Vixen, Comet, Blitzen and Dasher.

"Andy thinks he has a very good joke on Comet. All reindeer lose their horns once every year, and each spring start growing a new set. When Santa Claus told his reindeer team, some time ago, that he was going to bring them to Strawbridge & Clothier's, so that all boys and girls in Philadelphia could see them, naturally the reindeer were very proud and began polishing up their horns so that they would look their best. Comet was particularly proud of his horns, but alas, and alack!—he forgot nature's rules and, on the way down, lost his nice horns, so that he is quite humiliated."

The reindeer were sent overland from Nome, Alaska; shipped from there by steamer to Seattle and thence direct to Philadelphia.

Old Sandwich Glass Is Placed on Exhibition

A loan exhibition of old Sandwich glass was held last week in Greenwich Village, together with the exhibition and sale of artistic modern Sandwich glass jewelry made from the pieces of glass excavated from the ruins of the Boston & Sandwich Glass Company's old factory by Hazel Blake French. The latter's home in Sandwich was built by the man who on July 4, 1825, started the manufacture of Sandwich glass in that town—Deming Jarves. The factory closed in 1888, following a strike, and fell to pieces. One day Mrs. French, who had studied art craftsmanship in New York, walking about the ruins, espied brilliant bits of colored glass. She obtained permission from the owner to remove all she might excavate.

After a lapidary has polished the fragments to the brilliancy of precious gems, Mrs. French began setting them in silver in designs emplematical of Cape Cod.

The large exhibition pieces include candlesticks, vases, plates, inkwells, rulers and lamps, some cut, some pressed. The original Sandwich Company was the first to introduce pressed glass and also etched glass in this country.

The glass was displayed at Miss Gwynne Richard's Soy Products Shop, 263 West Twelfth St., an old foundry where the bronze doors of St. Bartholomew's Church, presented by Mrs. Cornelius Vanderbilt, were cast.

One piece, a vase, said by a museum expert to have been made between 1840 and 1845, is a Directoire design, in sea-green glass with tulip-shaped body. A rare mulberry colored vase with much copper has clear-glass ram's horn handles.

The jewelry is chiefly pendants, but there are several bracelets, necklaces, brooches, barpins, watchfobs and a ring or two. There are also several canes.

All of the glass pieces have the brilliancy of real gems, and the ruby red, emerald green, topaz and sapphire blues are as attractive as the gems that designate their coloring.

From 10,000 Bins

J·McD·&·S

Open Stock
Glassware
Dinnerware

Fancy Goods
Pottery

OUR Open stock patterns are contained in 10,000 bins and are ready for prompt shipment.

This firm originated the idea of Open Stock patterns in dinnerware. Its success was immediate, for our customers realized at once its value to them and to their customers.

You will find that we have the best of the new designs and the continued favorites of other years. Choose the patterns for your trade from our Open Stock. Start the maximum number of customers during the active life of the pattern. You can depend upon us for replacement even after the activity of the pattern has diminished.

We are glad to serve you at all times. Our huge warehouse facilities here in Boston, convenient to water, railroad or motor transportation, make it a simple matter for you to receive our merchandise when you need it and in the size shipments you wish.

Jones, McDuffee & Stratton

CORPORATION

Established 1810

Direct Importers and Distributors of Crockery, China and Glass

25-39 Franklin Street, Boston

Glancing Through Old Files

Search of Fifty-one Year Old Copies of Crockery and Glass Journal Reveals Many Interesting Items and Incidents of Yesteryear

MORE than half a century ago — fifty-one years to be exact — the CROCKERY AND GLASS JOURNAL was born. George Whittemore & Co. were the sires and the place of birth was at 103 Fulton Street. In the November 28, 1874 issue, the first published, there appeared an editorial which it might not be amiss to republish here fifty-one years later. Here it is:

Salutory

"In presenting the initial number of the CROCKERY AND GLASS JOURNAL before the trades for their approval, the publishers beg to announce that it is their intention to make it in every respect a high-toned, influential and responsible paper and one which will warrant the substantial support expected to be received in its half by manufacturers and dealers throughout the country.

"We enter the field so far as we know without a competitor, and in response to the earnest solicitations of enterprising and prominent persons engaged in the line of business which this journal aims to be an able exponent.

"Every leading industry and profession in the country has its representative journal which is referred to as an authority on all subjects connected with the specialties of which it treats, and there would seem to be no sound reason why the glassware, crockery and kindred trades should not be similarly favored.

"A number of important and attractive features which it would be impossible to embody in the first issue will be added in subsequent numbers. The editorial columns will contain articles advocating the claims of our readers and having reference to subjects of general interest, and the reading matter on every page will be selected with care and judgment. A series of original designs will also appear, and it is hoped that the trades will recognize the benefits to be derived from this special feature.

"Suggestions which may be of use to the publishers are respectfully solicited.

"In a word, we promise to give to our constituency a journal which shall meet every requirement. We have ample means and facilities for conducting the enterprise, and beg that the trades will not withhold from us an active and generous suport."



The Crockery Journal.

TREATING OF

Crockery, China, Earthenware, Glass ware, Porclain, Bronzes, Decorations, etc.

PUBLISHED SEMI-MONTHLY BY

GEORGE WHITTEMORE & CO.,

103 Fulton Street, New York.

SUBSCRIPTION $3.00 PER ANNUM.

Advertising Rates.

One inch, 3 months.....$10 00
One inch, 6 months..... 15 00
One inch, 12 mouths..... 20 00

Communications.

Information and articles of interest suitable for these columns are respectfully solicited from all sources and from any section of the country. If used they will be liberally paid for.

Remittances.

Payments should be made to the order of GEORGE WHITTEMORE & Co.
Address,
GEORGE WHITTEMORE & CO.,
103 Fulton Street, New York.

New York, November 28, 1874.

"Masthead" of first issue of Crockery and Glass Journal

In commenting on the then new system of photographic decoration on china, the old files reveal the following:

"The system lately perfected in England, of photographing on, or rather transferring photographs to china is simple, and comparatively speaking inexpensive. The finished photographs look really pretty, and have all the softness of a carte-de-visite, and being laid on circular-formed articles, have the appearance of well finished medallion photographs of the kind recently in vogue. Portraits of deceased friends can be transferred from a photographer's negative, and after passing through a peculiar process, appear, on, say, a beautiful vase, flesh-tinted and finished as natural almost as life, encircled by a neat gold band or other border, as may be desired; and more than this, over the photograph appears a very beautiful transparent glaze, which retains its nature so long as the article remains white. It will be seen by this that photographs transferred by this process are, for all practical purposes, imperishable, and never lose their brilliancy or color. Photographs of family residences may thus be transferred to every article of ware used in the house, and where expense is not so much an object as the gratification of taste, this plan would be beneficial in handling down to father and son an exact copy of the residence of their ancestors on the family china. Again, for presents; one friend may present to another a set of china vases with his portrait on, got up in an elegant manner, for, say, from three to five pounds. The process is quite simple, but the ingredients used are of course a trade secret."

Concerning New England Glass Manufacturers

"The Boston Bulletin says that New England glass manufacturers, who have always prided themselves upon the superior quality of their product, and whose reputation is largely due to the employment of none but the best materials, have hitherto resolutely abstained from the course of their Western brethren in using lime and soda in place of the superior but more costly pearlash. Since the

(Continued on page 158)

BOHEMIA'S BEST LINE



SCHREIBERS

Rona Crystal

TABLEWARE

A FULL line of samples will be on display shortly and we solicit your orders for these goods. It is our intention to carry the best of the existing shapes and patterns in open stock and to add new ones from time to time.

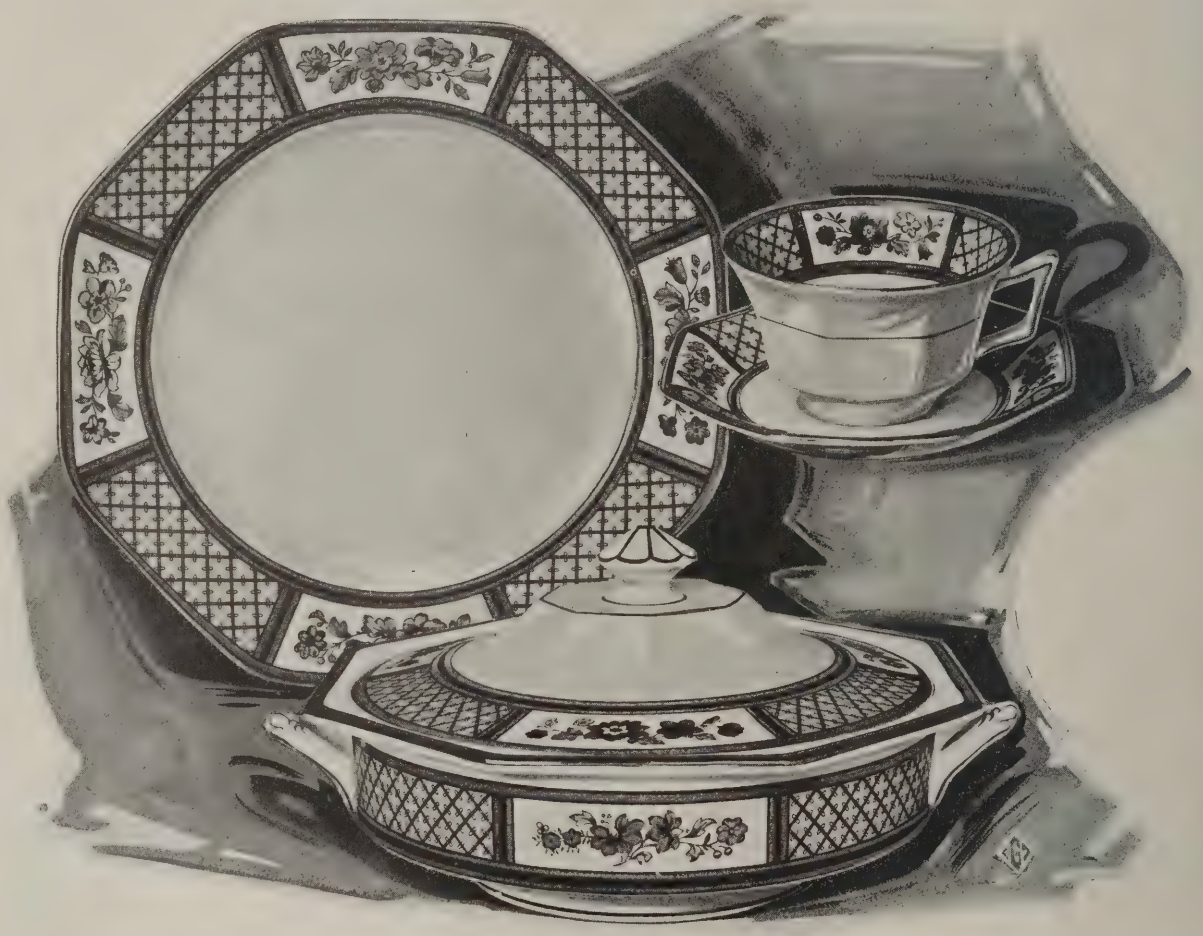
Absolutely Guaranteed Iridescent Tableware a Specialty

Paul A. Straub & Co.

105-107 Fifth Avenue

At 18th Street NEW YORK

Maddock's
New Royal Ivory Body



Lowestoft Pattern—Pagoda Shape

Illustrating one of the striking decorative treatments we are stocking in New York on this exquisite new ivory body—regarded by the discriminating as a master piece of fine potting.

Several other recent additions to our stock patterns in the Royal Ivory Body are now on view, with more to follow.

MADDOCK & MILLER

INCORPORATED

39-41 West 23rd Street

New York

Royal Worcester Bone China

Responding to the trend toward the Spanish in furnishings,

Presents

The Lille



On soft Ivory toned China, tinted in rich tones of yellow, royal blue, flaming Vermilion in relief enamels.

Open stock in New York.

New specimens for 1926 Season now arriving include both China and Crown Ware in a host of novel effects.

MADDOCK & MILLER, Inc.

Importers of English Wares of Merit

39-41 West 23rd Street

New York City, N. Y.



California Pattern

THE above illustrates the California Pattern, protected by U. S. A. patent, one of our many full Open Stock Dinnerware Patterns, ready for immediate delivery.

Other Open Stocks are a varied line of EMBOSSED QUEENSWARE both in Dinnerware and Fancy articles.

BONE CHINA both Dinnerware and Service Plates.

JASPER AND BASALT in a great variety of ornamental pieces.

Genuine Wedgwood bears our registered Trade Mark WEDGWOOD stamped in the clay.

Merchandise bearing the Mark "Wedgwood & Sons" or "Wedgwood & Co." is not genuine Wedgwood.

Josiah Wedgwood & Sons, Inc.

of America

255 Fifth Avenue New York

PRINCESS IVORY

A NEW

SMITH-PHILLIPS PRODUCT

SMITH-PHILLIPS CHINA PRINCESS IVORY

ON DISPLAY

at the

Fort Pitt Hotel, Pittsburgh

Room 776

January 11th to 30th

Salespeople Must Be Courteous

Public Has Become Alert to Good Service and Store Lacking Definite Politeness Policy or Set Rules Is Being Conducted Under Handicap

WITH the growth and importance of the business trade press, and with the numerous efficient teaching agencies having to do with retail merchandising in the way of University courses, extension studies, institutions, etc., sales people are becoming more polished in manner and skillful in method.

Even the public is becoming alert on service to a degree never before approached in the history of the world. This is true because of the printed page, because powers of observation have been cultivated, and contrasts discovered. The result is that the store which lacks a definite policy in courtesy is handicapped to a degree seldom realized. In many establishments all sales people are given definite rules to follow, and from time to time tests are made to determine whether or not these rules are being carefully followed.

Handling Phone Customers

First of all comes pointers on telephone conversation. A flat, abrupt or lifeless tone is not tolerated. The employee of the store is required to say, "This is Brown & Crompton's speaking," and the tone required is friendly and interested, while the inflection is a rising one to leave the impression that an answer is expected.

Then every effort is made to find out exactly what the patron wants, for unless full specifications are obtained, the store may be put to an unnecessary expense and the patron disappointed. The conversation is closed with a friendly "Thank you. Call us again at any time when we can be of service. Good-bye."

Greeting the Customer

Second, every sales person is expected to greet every customer who approaches by name, if possible, with a friendly smile of welcome, or "Good morning," or "Good afternoon," as the case may be. Then under no circumstances is the sales person allowed to leave that prospect without permission or a word of explanation. For example, if the last customer's change arrives in the carrier, the salesman will say, "Pardon me a moment please," and will give the change to the waiting person with a word of appreciation for the patronage as, "Thank you. Come again."

IF the customer is over-long making a selection, the clerk may say courteously, "If you are willing, I will just show this next customer something she wishes to see, while you are making your choice. Take your time. I will be back in a moment." Even at that, the clerk does not go unless there is an expression at least of acquiescence on the part of the patron being served.

If a customer buys little or much, or nothing at all, he is treated with just as much interest. If nothing at all has been purchased, the clerk is instructed to say, "I am sorry we could not please you exactly this time, but next time we'll hope for better luck, and we hope next time will be soon."

Of course, slight variations are permissible, as it is not considered wise to insist upon a set stereotyped and parrot-like expression in all cases.

Sales Assistance

When it is necessary to introduce a customer to some other member of the organization, or when some member of the organization comes forward to give information or assistance, a special policy is again followed. Let us suppose, for example, that Mrs. Smith has nearly concluded her transaction, but that for some reason it is best for her to see and speak with Mr. Barnes. This is the procedure followed:

Mr. Barnes is called. If the clerk knows Mrs. Smith's name, he gives a brief business introduction in these words—"Mrs. Smith, this is Mr. Barnes, who is prepared to give you the information you wish." Mr. Barnes bows deferentially and replies, "I'm glad to be at your service, Mrs. Smith."

There is no attempt at a social or drawing room introduction, for this would be out of place.

Again if the clerk does not know the name of the customer, he follows the same plan, using the word "Madam," in place of Mrs. Smith. Or if it is a younger woman, or it seems best, for various reasons, he may use this form:

"Mr. Barnes, this lady (or gentleman) is interested in thus and so, and I know you can give her more information than I can." In both cases the salesman steps back, having virtually handed the customer over to the next person. If he is called upon, for any reason, he takes such part in the conversation as is wise.

Special Attentions and Considerations

IN the event of a clerk accompanying a prospect to another part of the store, he will lead the way. But if an elevator is to be entered, he will allow the customer to precede him. In passing through an entrance, he will pause for the customer to come alongside of him, as this is less awkward than to discount question. Let us now step around and see yet another side, where we may enjoy an even broader view. The business house discounting its bills never becomes financially involved. That may seem strange doctrine, yet a check-up will demonstrate it as a truth. For discounts automatically act as a safety valve on the buying and selling of the establishment. Discounting the bills will do more for the business man than all the high-priced, much-advertised business efficiency experts or their hundred and one reading

(Continued on page 160)



TIRSCHENREUTH

OPEN STOCK

DINNER WARE

FEW AS GOOD — NONE BETTER—

PAUL A. STRAUB & CO.

105-107 FIFTH AVE.

AT 18TH STREET NEW YORK

The Most Interesting Store in St. Joseph





On the left is one of the store's beautiful window displays and on the right a cozy corner in the dinnerware department.

THE most interesting store in St. Joseph is the statement made by Regenier & Shoup Mercantile Company, of St. Joseph, Mo., in their newspaper advertising. The company does a large importing and wholesale business and in addition to its main store operates a branch in Kansas City.

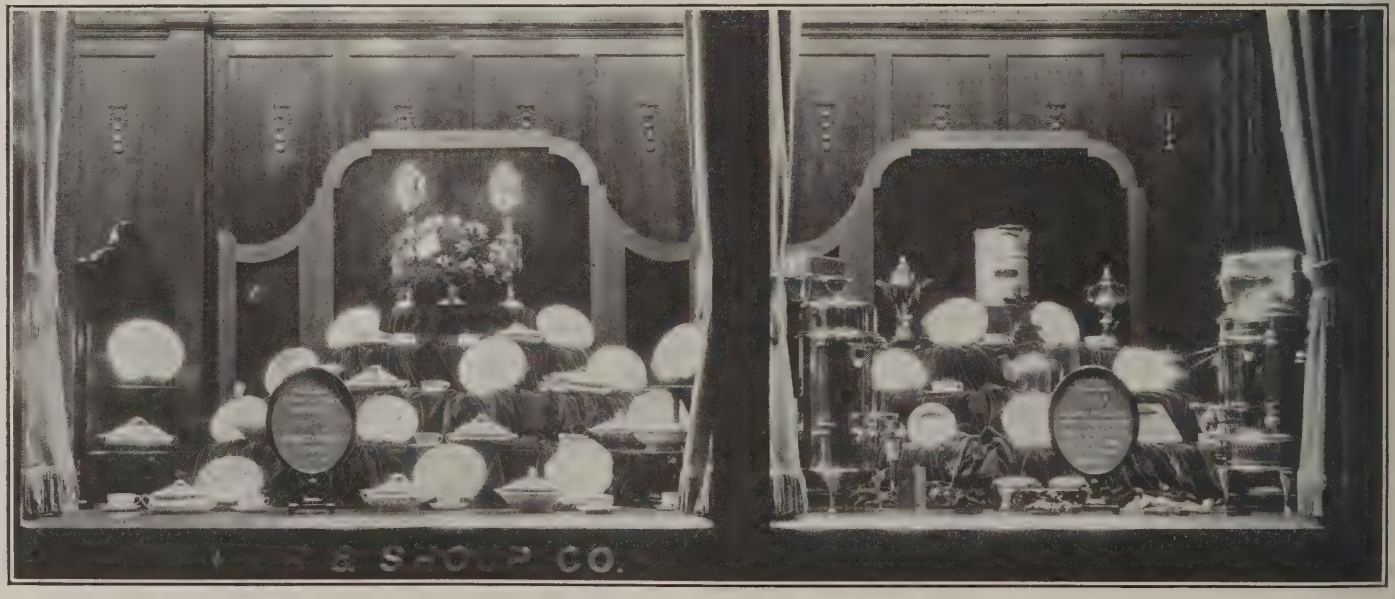
With true pioneer spirit the Reginier & Shoup store has had several different locations before locating in its present four story building at the southeast corner of Fifth and Felix Streets. The business was established in Atchison, Kan., in 1868, and moved to St. Joseph in 1883 and since that time has occupied three different locations and on each occasion has been forced to seek larger quarters due to business expansion.

Regenier & Shoup boast a splendid crockery and glassware department which occupies most of the second floor and where all grades of imported and domestic dinnerware in addition to house furnishings, cutlery, and hotel, restaurant supplies and equipment are sold.

The first floor is devoted to watches, diamonds, jewelry, silverware, clocks, leather goods, and decorative lines, such as art wares, lamps, mirrors, glass, novelty furniture, etc. General offices and wholesale and import sample rooms occupy the third floor while the fourth floor and basement are taken over by stock, packing and shipping rooms.

The Regenier & Shoup company's management has made it a particular point to make its window displays as interesting and timely as is possible and as a consequence people from all over St. Joseph as well as outlying towns make it a point to inspect these displays when in the vicinity of the store. In this way the company by frequently changing the goods on display attracts many prospective purchasers.

The store has salesmen covering Missouri, Kansas, Iowa, Nebraska and Oklahoma. Regenier & Shoup Mercantile Company is a modern establishment in every sense that would do credit to the Metropolis.



This attractive window display of Regnier & Shoup Mercantile Co., St. Joseph, Mo., created much interest.







SEE THE NEW ADDITIONS TO OUR REFRESHMENT SETS, GLASBAKE, TABLEWARE, CUT GLASS AND COLORED WARE LINES AT THE PITTSBURGH CROCKERY AND GLASS SHOW.



FORT PITT HOTEL

Rooms 743 and 797

JANUARY 11TH TO 30TH, 1926



McKEE GLASS CO.

ESTABLISHED 1853

JEANNETTE, PA., U. S. A.

We manufacture



Tableware, Pressed Stemware, Pressed Tumblers, Soda Fountain Ware, Stationers' Glassware, Innovation and Light Cut Glass, GLASBAKE Improved Cooking Ware, Automobile Lenses, Sanitary Coolers and Beverage Dispensers, Mounters Glassware, Lead and Lime Blanks for Cutting, Light Cutters and Decorators Glassware, Railway and Marine Fresnels, Hotel and Restaurant Supply Glassware, Pedestals for Window Trimming, Colored and Light Cut Colored Ware, Radio Items, Special Moulds, Etc.









MINTONS, LTD.

Extract from the Staffordshire Sentinel, Monday, November 23rd, 1925

A CHINA SERVICE FOR STATE BANQUETS

Supplied by Messrs. Mintons

To the order of the Government, Messrs. Mintons, Ltd., have just completed at their China Works, Stoke, a State dinner service to be used on various ceremonial occasions, its first use being for the State banquet arranged for December 2nd to celebrate the signing of the Locarno Pact on the previous day—unless, of course, the banquet should be cancelled owing to the lamented death of Queen Alexandra.

It will be surprising to many that hitherto there has been no State dinner service, except, of course, those belonging to the Royal Palaces. In this connection, it is interesting to recall that from the early days of Queen Victoria there has been association between the Royal House and the firm of Mintons, who made many services for Her Majesty, some of which are still in use. Incidentally, it may be mentioned that the Prince Consort, who took such an intimate interest in the promotion of industrial arts, frequently consulted Mr. Herbert Minton and Mr. Colin Campbell.

The firm have supplied many beautiful, and often richly ornate, services to various Royal Houses, and latterly, have equipped with their fine wares many Embassies and Legations in different parts of the world, the Japanese having taken a magnificent china dinner service for their Embassy at Washington.

Wares for Civic Functions

The great cities and towns of the country are now realising that fine china should grace their tables at important civic functions, and Messrs. Mintons supplied a large service to the City of Edinburgh on the occasion of the banquet given in Prince Henry's honour in July.

The State, though rather late in the day, has now ordered its china service for ceremonial use, and it may well be anticipated that other municipalities and public bodies will follow suit. Many of our important cities and ancient boroughs are proud of their regalia and plate; they should be equally proud of the possession of fine ceramic services, for the civic banquet cannot be served with due dignity and refinement of taste if the city fathers are satisfied to use hired ware, as is so often the case.

Design of the State Service

The State service now made by Messrs. Mintons is for 120 guests, and comprises 840 plates (there are no side pieces), dessert and coffee sets. It is made entirely of the fine china for which the firm is renowned, perfect in body and glaze; and, in conformity with the tenets governing State affairs, the decoration is of severe and simple character, possessing, nevertheless, an air of refinement.

The plates are enriched with a gold band and the Royal Arms, on the border, also in gold.

The dessert plates have a green field on the rim of the plate, with a trellis decoration in gold, and on the back of each is the Royal Cipher in gold.

The coffee cups and saucers—rather larger than usual—have a black ground, with a strong gold band wrapping over the edge; solid gold handles, and the Royal Arms in gold on the rim of the saucer.

It is understood that the glass to accompany the service is equally severe and restrained in design, so that the setting of the tables for State banquets will preserve throughout an atmosphere of appropriate dignity.

Samples of the Above Service Will be on Exhibition Early in January, 1926

MEAKIN AND RIDGWAY, INC.

129 FIFTH AVENUE - - - NEW YORK

MEAKIN & RIDGWAY, Inc.

129 Fifth Avenue
NEW YORK



J. and C. Meakin, Ltd.
Royal Ivory
Bristol Shape

Wm. Adams & Sons
TITIAN
Hand Painted

Ridgways
Bedford Ware

COMPLETE
NEW LINES

From Mintons, Ltd.—Thos. Webb & Corbett, Ltd.

READY JANUARY 11th, 1926

Some Interesting Historic Types of Old English Stemware are Still Extant

By Beatrice Miller Wisner

"EAT, drink and be merry," let glasses clink, spread the festive board, for Christmas is at hand and all are welcome to the feast. Perhaps no table glass service, is more generously received than stemware. The variety of shapes, up to the present day, with colors galore have proclaimed it sovereign of the dining table.

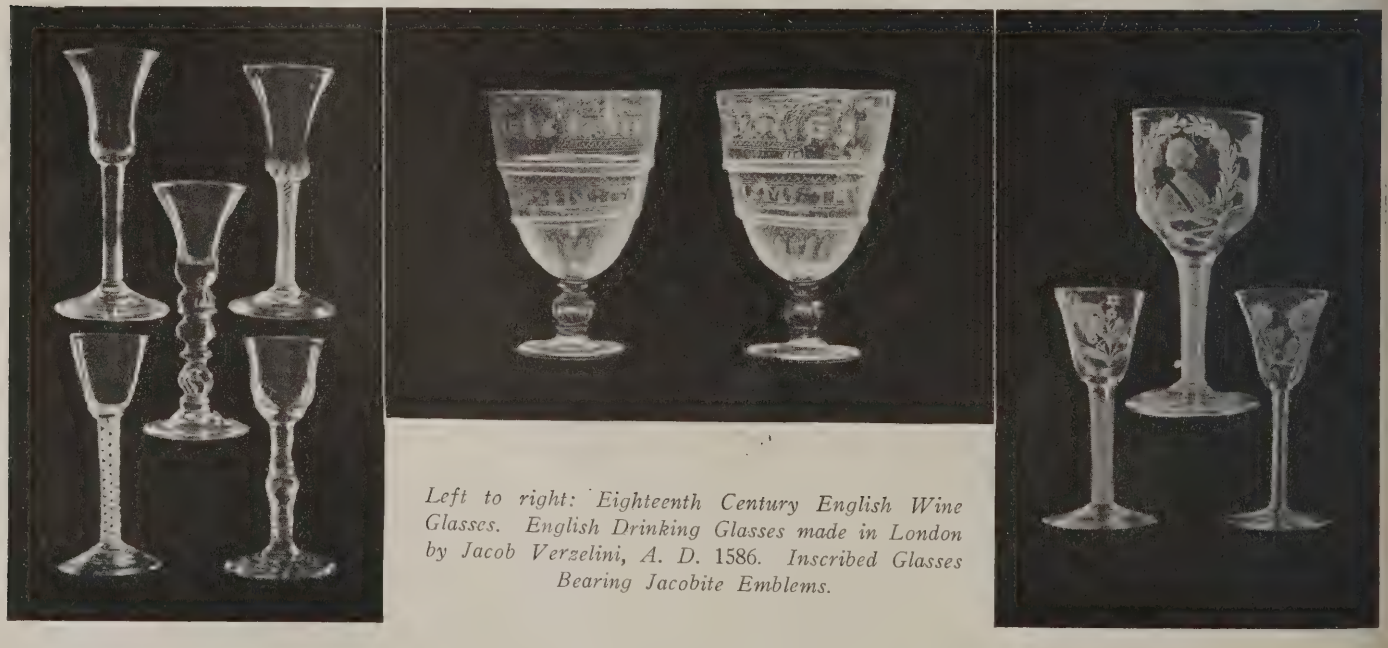
Stemware plays an important part when friends are gathered together at table, quite en famille, where toasting and relating anecdotes creates intimacy, ease and freedom savoring of knighthood days. European countries still hold to this old-time habit of toasting and story telling, as in the days of King Arthur.

Anniversaries provide a splendid opportunity for the dealer to feature period stemware in all its beauty and brilliancy, in specially attractive window display. Beautiful ideas have been conceived in table dressing in many of the largest shops' windows, and even the suburban small stores have embraced this enticing feature of tables fully equipped with dinner service, where stemware beautifully assembled with silver and chinaware graces the cover places. By this window exhibit, the passer-by becomes acquainted with the correct stemware to be used at exclusive functions, as every type of glass, from the tiny cocktail to the goblet has its importance beside the correctly placed dinner service. This compelling assemblage of glass at Thanksgiving and during the holidays is a significant magnet for the wary shopper.

The history of stemware dates back many centuries and some old English glass still lives to tell of the various styles that were used through different sovereign reigns. Shapes and decorations, although not radically changed during each succession to the English throne, betray the temperamental taste of the period. As far back as the reign of "Good Queen Bess," specimens of stemware still survive credited to the hand of one Jacob Verzelini, a Venetian, who worked under a patent for twenty-one years from 1575. One of these is said to be preserved in the Royal collections at Windsor Castle, and another in the British Museum, whose heraldry shows that it was the property of William Cecil, Lord Burleigh. Doubtless Venetian workmen were employed in the Duke of Buckingham's furnaces at Greenwich, from where the well known "Royal Oak Glass" probably came, which is one of the few examples of the seventeenth century.

The eighteenth century brought a large amount of glass production, due possibly to the wine bidders of that epoch. Kings, princes and even clergy of the Crown, were wont to indulge their appetites in strong drink, and men of the lower classes "drank of the ale of Southwarke and of the ale of Chepe." Prior to the year A.D. 1700, there was comparatively little glass made, but about the year A.D. 1696, glass manufacture greatly increased as records show that there were eighty-eight glass houses working in England at that time, about twenty-seven of which were producing clear flint glass so characteristically English. Some examples of eighteenth century glasses, pictured herewith, give a good idea of types featuring the different styles of stems used in that century, i.e., baluster, plain, air-twist, white-twist and cut. The air-twist stems are typically English and were extremely popular lasting for

(Continued on page 160)



Left to right: Eighteenth Century English Wine Glasses. English Drinking Glasses made in London by Jacob Verzelini, A. D. 1586. Inscribed Glasses Bearing Jacobite Emblems.

Vogt & Dose

Importers

14 West 23rd St. **New York**



A Section of the Main Floor of Our Show-Room

French China

Dinnerware **Fancy Lines**

YOU are sure to be delighted with the fine assemblage of exquisite new decorative treatments which will be : : on view after January first. : :

TELEPHONE
GRAMERCY 4887

J. J. Hines Heads Pottery, Glass and Brass Salesmen's Association for 1926

THE regular annual meeting of the Pottery, Glass and Brass Salesmen's Association was held in the board room of the Crockery Board of Trade, 126 5th Ave., New York, on Thurday, December 10th, when the election of officers for the ensuing year was held.

There was a goodly attendance, many of those present helping to count the ballots after the completion, of which the following officers were declared by the Board of Election elected for 1926:

For President, J. J. Hines; Vice President, Julius Rosenfeld; Secretary, L. S. Owen and Treasurer, William De Mars. All these were unanimously elected.

For Board of Directors: Thomas Smallwood, Lee Schoenthal (ballots were sent out before his sad death), Howard R. Handy and G. L. Pitcairn.

For Territorial Vice Presidents: Moey K. Lindner, San Francisco; Wm. J. McQuilland, Boston, Mass.; A. S. Baker, Philadelphia; Robert May, Montreal, Canada; Geo. B. Fowler, E. Liverpool, O.; E. M. Meder, Chicago, Ill.; S. W. Bergstresser, Chicago, Ill.; Howard R. Harr, Baltimore, Md.; Wm. Junor, Toronto, Canada; Charles J. Dooley, Cleveland, O.; Albert Jassman, Portland, Ore.; Ernest H. Wade, Albany, N. Y.; David B. Balentine, Detroit, Mich.; Chas. L. Reizenstein, Pittsburgh, Pa.; Herbert R. Connor, Carrollton, O.; Ira M. Clarke, New Martinsville, W. Va.; I. E. Fronani, Washington, D. C.

Territorial Vice President-at-Large, Harry P. Muirheid.

Secretary, L. S. Owen, made the following report:

December 10, 1925.

To the Members of The Pottery, Glass and Brass Salesmen's Association:

Your Association is again to be congratulated on its continuous growth and prosperity. There has been an increase in membership, notwithstanding that there has been no organized canvass and that the number of deaths and discontinuances has been large. Your Treasurer's report shows a Reserve Fund of which $25,500 is in Registered U. S. Bonds.

We record with sorrow the deaths of twenty-three of our members, including four who were among the organizers of the Association and within the week former President Lee Schoenthal, who was serving as a Director. All death claims were paid except two for which formal proofs have not been received.

Those who have passed on are as follows: Chas. L. Dwenger, No. 243; Harry Lowengart, No. 2046; Wm. M. Rogers, No. 773; Alex. G. Menzies, No. 15; H. Benedikt, No. 440; Harry G. Thomas, No. 404; Samuel S. Pielow, No. 655; Thos. B. Cannon, No. 478; Jas. Davison, No. 237; Max Kossman, No. 509; J. H. Mulheron, No. 511; Chas. L. Casey, No. 1371; Conrad L. Meyer, No. 12; J. H. Arnemann, No. 566; Harry Hood, No. 647; W. P. Jervis, No. 331; F. W. Benningson, No. 417; H. Siegel, No. 695; Chas. L. King, Jr., No. 2271; Wilson Hammond, No. 2277; D. Carleton Tracy, No. 39; Henry Seedorf,, No. 22; Lee Schoenthal, No. 1502.

Thirty-seven members were dropped from the roll for non-payment of dues and assessments and three resigned.

Eighty-one were added to the roll of active members and five associate members. Present active enrollment, 1205.

This increase in membership is pleasing but is not at all what it should and would have been had there been a general endeavor. Surely the great majority of members meet one person eligible to membership in the course of a year and as it is to the advantage of every one of us to add to our number and to every possible candidate to enjoy our privileges, it should be an easy matter to practically double the membership.

There are no doubt houses in the trade which have a 100 per cent membership. It seems that at least one organization, whenever it takes on a new man or boy, if eligible, proposes him for membership. It appears to be automatic. If every house showed the same interest we would increase largely and would be recruiting youth which is so eminently desirable.

The Association cannot live without growth. Let us all work and watch it grow.

The annual banquet was discussed and it was decided to have no invited speakers, but paid entertainers only.

The meeting then adjourned.

There were present at the meeting, among other, Clarence Horning, Walter Browning, Wm. M. Warrin, Wm. Doctor, Julius Rosenthal, Howard R. Handy, E. W. Hammond, L. S. Owen, Charles Weideman, Langley Hawthorne, L. Tanbin, Wm. H. De Mars, Frank W. Primrose, Thos. Smallwood, Wm. Straus, F. Gelb, J. H. Smith, W. Kelsey, Joseph F. O'Gorman, F. Calvin Demarest, Ernest H. Bennett.

Technical Glass Works to Rebuild

As soon as insurance adjusters complete their work at the plant of the Technical Glass Works, Inc., Los Angeles, Calif., which was recently destroyed by fire, the purpose of the company is to rebuild as soon as possible. The plant was the largest of its kind on the Pacific Coast and featured a line of specialties.

Seneca Glass Company

Morgantown
W. Va.



Our latest product in cut and polished Stemware done by our new machine process.

If you have failed to see this line as well as our Amberina, Emerald and color combinations you are not doing yourself justice.

Representatives :

SAN FRANCISCO
Marsh & Kidd Corp.
617 Mission St.

NEW YORK
Phillips, Thistle & Smith, Inc.
1107 Broadway

CHICAGO
Ira A. Jones Co.
9 North Wabash Ave.

1926

With the new year comes the demand for *"new"* and *"attractive"* ideas

Buyers come to market searching for "something different for their special sales at attractive prices."

As Usual We Are Ready!

Before placing your orders elsewhere it will pay you to inspect our lines.

Many new

Dollar Sales Items

have been added

Wrought Iron Lamps,
Perfume Trays,
Bread Boards,
Brass-wares,
Mahogany Goods,
Floor Lamps,
Boudoir Lamps,
Parchment Shades,
Jewel Cases,
Metal Book Ends,
Mirrors,
Desk Sets,
Artificial Flowers,
Artificial Fruit,
Smokers' Stands and Sets
Casserole Frames,
Serving Trays,
Mahogany Candlesticks,
Mahogany Nut Bowls,
Bridge Lamps,
Silk Shades,
Silver Plated-wares,
Shaving Stands,
Framed Pictures,
Decorated Basket-wares,
Polychrome Wares,
Pottery Jardiniers,
Glass Console Sets.

Geo. C. Kindt & Co., Inc.

Manufacturers and Factory Agents

19-21 W. 24TH ST., NEW YORK

Visit Us at the Pittsburgh Show, William Penn Hotel

Rooms 557-559 H. J. GODFREY, *In Charge*



The LAMA

THE narrow border at the edge, is a pattern which bears careful inspection for its delicacy. It is in a grayish tone and white on a golden yellow background—broken at alternate angles of the rim by irregular panels with a flower in Oriental red with green leaves, and enclosed in a frame of dull blue. The center is a circular medallion of flowers in bright colors, suggesting a rich Oriental tapestry. The effect on the creamy white background is a decided contrast to the favorite basket decoration and has a charming freshness all its own. The edge is finished with a gold line.

Theodore Haviland & Co.

Incorporated

26 West 23rd Street
New York

Do Special Sales Hurt Regular Business?

Some Observations on the Sensational Element in Modern Retailing as Expressed in the Price-Cutting Events of Many Large Stores

A GOOD many shrewd retail business men are seriously asking themselves this question, "Do sales offering special price buying advantages injure regular business?"

When we come to think about it, it seems rather absurd and unfair to sell Mr. Jones an article today for twenty dollars, which cost his brother thirty dollars day before yesterday or last week.

Naturally, the man who paid the high price is resentful, and says to himself:

"You will not catch me napping that way again. If there are any special price sales, I'll wait, and take advantage of them. I am not going to be hung up for a lot of money, to please the other fellow."

And so, this man and thousands of others like him wait and watch, and do not furnish their needs, when they really require or would be benefited by such purchases. And when people get into the habit of going without, they are apt to cast about and to makeshift in some way. Quite often, they find that they can get along very well without making a purchase at all. And so business is permanently lost.

To be sure, in the interests of thrift, the average retail buyer should not purchase foolish or unnecessary things, but different standards of living require different degrees of outlay. For example, the dusky belle in the South Sea Islands would not think any clothing at all—at least to speak of—necessary. She would be likely to consider herself as being in full dress attire, wearing a nose ring and a bracelet of jingling bangles.

The woman in our civilization may decide to wait to buy a traveling bag until there is a big mark-down sale. In the meantime, she may have her old traveling bag dressed over for at least one more trip and be pleased with the improved appearance; or again, she may decide to get along without that wardrobe trunk until some good bargains are offered.

Or again, her husband may think that he could use a new top coat to advantage for himself, but there are those sales ahead, and he decides to wait. When the sale comes, he is out of town or busy or short of money, and he concludes that the season is so nearly over anyway, that he better pull along, and get something up-to-date at the beginning of the next season, and have the good of it for six months, instead of six weeks. Sometimes a special sale has peculiar features of this nature not always recognized on the surface.

There are those who are coming to feel that the man in retail business should be a careful merchant, looking after the best interests of his patrons at all times, rather than an auctioneer, and a sale often savors of goods forced under the hammer.

Sometime ago it became, in the judgment of many, expedient to explain why a certain sale was being staged. It was a Fire Sale, or Clearance Sale, or an Anniversary Sale, or the public was assured that some manufacturer had a big over-stock of hot water bottles or clocks or tooth brushes, or any other article of merchandise convenient to offer at this time. Or again, some wholesaler was terribly embarrassed, by having had a lot of orders cancelled, which he had considered as good as sold.

In such a case, the retailer, like the benevolent philanthropist he really was, came to the rescue, bought the goods, and gave the perplexed one the cash; and in a further burst of generosity, was now offering these wonderful bargains to the dear public.

How about it? Is it not more likely that some clever salesman has succeeded in getting the retailer's orders on some such pretext, which will scarcely bear investigation, and do such purchases usually measure up in quality and workmanship to those carefully and regularly selected?

One firm that is attempting to educate its immediate public up to the idea of an establishment that really has but one price, except under the most exceptional circumstances, remarks in a recent ad. something like this:

"We do not claim to be philanthropists. We have never yet taken compassion on some manufacturer or distributor, who was hard up and wanted to unload. Our theory is, that if we do our part as your personal representatives, that we must confine ourselves to buying the best goods we can purchase anywhere for the money and then—after having taken a fair living margin of profit, that we must offer these goods to you at a price you can afford to pay.

"This store has no sales, except one at the end of each season, which is frankly stated to be a Stock Turnover sale."

Then the reason for the sale is explained in something like this manner:

"We pride ourselves on being a one-piece store. We do not believe in selling an article for a certain price today and for two-thirds of that price tomorrow. We believe that this undermines your confidence in our real values, even as it would undermine our confidence.

"But at the end of the season, we have certain goods that have not sold. Possibly we used poor judgment in buying them; or the lines are broken and the selection limited; or people are demanding strictly new goods.

"We feel that these articles are not worth as much as at the beginning of the season, and that the longer we keep them, the greater will be our loss. So we will offer them to you at a substantial reduction. All of the old price tickets will be left on, so you can see for yourself what our price has been. Select what you want from among these offerings, deduct twenty-five per cent,

(*Continued on page 162*)



The CHENONCEAUX

ANOTHER decoration named after a famous chateau of France. Like its namesake, it is simpler than others of this group, but quite as attractive. A beautifully designed border of yellow, blue and black, broken at regular intervals with panels of flowers. In the center of each piece, is a brilliant flower rosette. The edges are finished with gold and the rims with a delicate shade of ivory that adds to its rich appearance.

Theodore Haviland & Co.

Incorporated

26 West 23rd Street
New York

THOMAS G. JONES

Suite 202, 203, 204, 206—Fifth Avenue Building

Twenty-third St. and Fifth Ave.

New York Telephones {0291 / 0292} Gramercy

Representing —

McKee Glass Co.

"Glasbake" Cooking Ware
Pressed Tableware
Soda Fountain Glassware
Beverage Dispensers
Innovation Crackled Ware
Hotel Glassware
Restaurant Glassware
Lead & Lime Blanks for Cutting
Cut Glass
Stationers Glassware

Early English Rock Crystal Pattern Tableware
Made in Crystal Amber and Green
COLORED SALAD PLATES

D. C. Jenkins Glass Co.

Fish Globes
Lantern Globes
Tablet Jars
Pressed Tableware
Display Jars
Percolator Tops
Sanitary Mixing Bowls
Pressed Tumblers

Pressed Sodas
MACHINE MADE TUMBLERS, SUNDAES AND TABLEWARE

Mound City Glass Co.

Blown Tumblers
Blown Jugs
Blown Vases
Blown Stemware
Blown Night Sets
Blown Marmalades

Blown Water Bottles
Plain and Optic
IRIDESCENT, SOLID COLORS, COLORED BANDS AND HAND PAINTED DECORATIONS

An Array of Live Saleable Items For 1926 on View January 1st



The Montreux

THIS decoration of a French character, has the very delicate rim of ivory, with sprays of brilliant colors, softened by the ivory background. The center on a white background has a basket of small flowers and foliage to match the sprays on the rim. At the edge is a carefully designed narrow border of small flowers in pastel blue and of white on a yellow background, and finished by a gold line at the edge.

Theodore Haviland & Co.

Incorporated

26 West 23rd Street
New York

Astbury's Discoveries in Pottery Art

By Professor Claude Kinkehead

THE description given by Plot of the ware of his period is very faithful, as many specimens which have been discovered, and that are now carefully preserved prove. The body of the ware is of common brick clay, and the exterior is of a rough, dirty brick color, on which but moderate pains have been bestowed in polishing or giving it smoothness. The whole art of the potter seems never to have varied, but is produced in every pattern. On this ground is laid lines of different characters, some deep, and others very fine, and mostly ending in delicate points like the roots of a plant. The effect, though rude, is not unpleasing. Other specimen have been found, which evince a great improvement on the class just described. These specimens are glazed both inside and out, and some of them ornamented with medals of William III. and Queen Mary. These medals, which are attached to the sides in relief, are very fairly executed. A medallion of a king or queen seems to have been a favorite subject for ornamentation in the potteries, which shows our potters to have been very loyal citizens. Unless, and this seems quite as near the truth, that models of art were so scarce that the effigy of the coin would be to the aspiring modellers of the period quite a little school of art. And after all their great show of loyalty may have only been a little easy utility. However, among the salt-glazed specimens discovered many are ornamented with the initials of King William, and Queen Anne, surmounted by a crown. The clay of which these articles are composed is said to have been found in coal pits, and was generally called can-marl. Another body was formed of can-marl, but mixed with the white sand, or grit-stone pounded, and was procured from Mow Cop. Ware made of this composition was called Crouch-ware.



It was from the date that our potters learned what great things might be achieved by the composition of bodies, that progress in potting may be said to have had its origin. The mixture of white sand, or pounded grit-stone, with the ordinary clay of the district, was a great improvement on what has been produced before, and it only needed attention in this direction to achieve the wonders that have since been accomplished in the art of pottery. Pottery, like architecture, before a beautiful column could be raised, must be studied. What is a pile of earth, though wrought in the most fantastic and elaborate style. The eye must be pleased as well as the wonder excited. Imagine the most graceful and delicate of the Wedgwood vases formed of a body like that of which butter-pots were made. It is, therefore beauty in material which must be developed before beauty in design is possible. Marble once known and what beautiful forms sprung from the chisel of the sculptor; the composite nature of colors known, and the painter's art became a reality. It needed the notes of the musician before the full music of the human voice could be understood. The potters then were on the only road to improvement when they discovered how to mix one clay with another. And marvelous as has been the progress of composite pottery in modern times, all has not at present become known which is possible, even in this direction. It is well known that almost the first notice we have of Astbury is his discovering the applicaton of flint to pottery. We can understand a chemist, and an artist of his character, looking with something like disgust on the rude, unsightly material of which pots were formed in his day. And as it is only when he was first advancing into manhood, or when he has already attained to it, that the improvements which we have pointed out began to make way: pottery may then have been indebted to him for many hints, in the blending of bodins, for which he has never obtained the credit. Most of the articles, the most useful in our household, have come down to us without the name of the inventor being recorded. Whatever improvements were made at this period—if made by Astbury—it is not, therefore, singular that they should remain unmentioned. But Astbury has attained obloquy, and not praise, even for his most esteemed productions. He was able to produce —whilst very young—ware equal in quality to the best manufactured by the Brothers Elers. By his discovery he gave such an impetus to the potters of Burslem, as to make a Josiah Wedgwood possible. To account for his ability, men have looked in any way but the right. He has been accused of falsity; of gaining his knowledge by imposition, and surreptitious means; and even by Shaw of dishonesty. O Shaw; great is by dullness in this direction. Was there no other way to account for Astbury's discovery than by his feigning idiocy; of his submitting to the kicks and cuffs of masters and workmen for nearly two years with ludicrous grimace. That when food was offered him he used only his fingers to convey it to his mouth; and only when helped by other persons could he understand how to perform any of the labors to which he was directed. That on being employed to work in tredle of an engine lathe, and by perseverance in his assumed

(*Continued on page 162*)



Introducing "Russell" the new Dinnerware pattern

C/290 Russell. "Chelsea Ivory" is the beautiful new pattern from W. H. Grindley Co., England. The decoration and shape is a happy departure from the commonplace. Quality is unsurpassed.

Assorted Crates — Open Stock — Import

For Early Spring Delivery

Exclusive control of your city assured.

Renewing acquaintance of one of last season's Best Sellers "Old Chester"

C/291 Old Chester, Wood & Sons, England. Octagon shapes with spread flower decoration.

Open Stock — Assorted Crates — Import Orders

Immediate Delivery.

Write for Prices.

The Kinney & Levan Co.

1375-85 Euclid Avenue Cleveland, Ohio



Ancient Potter Was Master of His Art

Was Artist in Colors As Well As Form and Understood Firing, Painting, Glazing and Gilding to Remarkable Extent



THE substance of ancient pottery was as variable as it is now. The earliest was course and gritty. The more refined seems to have been made of washed or filtered clay, and to have been mixed with other substances akin to those now used. The colors of the very early unpainted unglazed works are red, brown buff, and black —the latter certainly shows the introduction of manganese. The red is often found with black color just under the surface—this is merely from the effect of firing in a smothered or close oven. A very great amount of thought has been given by antiquarians as to the mode adopted by the ancients in ornamenting, incising and glazing pottery, but the want of knowledge in the practice of the art has led them to make considerable errors in their statements. The practice employed by the moderns appears to us to have been perfectly understood by the Chinese, Egyptians, and Greeks. We are led to believe that what we have deemed the most original thought of modern potters, namely, the compression of clay in a state of dry powder between dies to form button, beads, tesserae, and tiles, was well known to the Egyptians, or nations trading with them. We believe that the small articles in enameled clay used as charms, necklaces, and for inlaying, were made by the ancients of clay, compressed in dies, and glazed in dishes whose surfaces had been coated by a glaze, and that the vapor of these glazed dishes deposited the glaze on the beads and charms, as we know now happens in the manufacture of French porcelain buttons. The Greeks made porcelain buttons. Careful observations of Egyptian and Greek remains show that plaster moulding and the use of runners to make borders on the lathe, were matters fully understood. Also the slipping on of ornamental details to plain surfaces, which has been previously pressed into plaster moulds. The old potters were artists in color as well as form, and well acquainted with such as would stand the fire. Pliny's discourse in his 35th book, relative to the art of pottery astonishes the modern artist, and tells him how much he has yet to learn before he rivals the ancients. The oldest examples of Chinese pottery evince such an advanced knowledge of moulding, painting, glazing, and gliding, that we pause before we render to Egypt the honor of being the earliest artistic potters, as is now frequently done by writers on pottery.

It would be impossible in a few sentences to do the least justice to the potter's branch of Greek art. All that appears to have been attempted before in pottery, and all that has been executed by the moderns, falls short of the elegance of form and general excellence of Greek pottery as displayed in vases. There are numerous remains which show the Greeks fully comprehend the making of sun-dried and burnt bricks, incised and ornamented tiles as well as the Egyptians; also cornices, architraves, friezes, statues, bas-reliefs, and lamps. To these they added a charm of grace and softness surpassing all previous work. The material used by the Greeks in fabricating their best vases appears to be red clay, combined with silica, and finely-ground pots-herds, with the addition, in some instances, of pumice and puzzolana. The colors used on the surface are black, blue, white, yellow, and sometimes, but not often, gilding appears. The glaze is extremely thin and transparent. The temperature at which the vases have been fired does not appear to have been equal to that observed in burning their architectural pottery, which is very hard. The bulk of the vases have been thrown on a wheel and finely turned and smoothed on a lathe or revolving table when the clay had become tough. Some have evidently been made from plaster moulds and generally the handles have been pressed in moulds. The outlines of the paintings have been sometimes sketched with a pointed tool on the unbaked work, and the outlines of figures appear frequently to have been painted by a master hand—the back ground being filled in by an ordinary painter. There are indications on some of the best vases of this mode of working. The largest and most artistically finished Greek vases have been found at Athens, Corinth, Nola, Cuma and Vulci. The paintings on them represent the Golden Age, Amours of the Gods, Theban and Trojan wars, Argonautic expedition, the Odyssey, domestic life-marriages, games, funeral ceremonies, etc.

Employment of Designers Important

That the employment of designers in American potteries is just as important as the engagement of ceramists is admitted by many of the manufacturers who attended the annual meeting of the United States Potters' Association in New York recently. For many years the manufacturers have been compelled to eliminate certain lines for which there is absolutely no demand today, and the kiln space is now being used for the firing of dinnerware. This means that the manufacturers have a variety in mind. Illustrative of this thought is the loss of the toilet ware trade. Years ago practically every pottery produced a line of toilet ware. Today there is practically no demand for this class of goods, and to take the place of this line the manufacturers have increased their dinnerware output.

See Us At The Pittsburgh Exhibit

from

January 11th to 30th 1926

Our exhibit will be displayed on the
main lobby floor of the FORT PITT HOTEL

New Import and Stock Lines of

China -:- Glass
Lamps



With these many new things from abroad we are ready to help you make 1926 a happy and prosperous New Year



Lazarus & Rosenfeld

98 Fifth Avenue
New York



Pep Up Your Sales for 1926

Our 728 Liquor Set as Illustrated Will Do the Trick

Absolutely new, strikingly attractive, beautifully finished in every detail.

You can picture the immediate appeal of this finely proportioned flagon, the graceful fluted tumblers and tray all to match in a choice of exquisite shades of Amber, Green, Blue, and Amethyst. There is nothing to equal it on the market for the price.

Be the first to stock it in your locality.

Orders will receive prompt attention for delivery after January 1.
Packed 2 doz. sets to a barrel.

This and many other surprises await you at

Our Display from January 11th to 30th, Pittsburgh Exhibit, Rooms 712 and 714.

New Martinsville Glass Mfg. Co.

New Martinsville, W. Va.

IRA M. CLARKE—General Manager


97532
Introducing
The ASTOR SHAPE
The
W.S. GEORGE POTTERY Co.
East Palestine, Ohio.

SEBRING SECTION

COOPERATION
THE KEYSTONE
of
SUCCESS

This section is devoted to the interests of the Potteries of Sebring, Ohio, which were made possible thirty-eight years ago through the farsighted vision and industry of the Sebrings.

1887 ← to → 1925

SEBRING, OHIO, A CITY FOUNDED UPON COURAGE AND INDUSTRY

By M. K. Zimerman



This is the Sebring Pottery Co.'s Plant at Sebring, O., the Home of Original Ivory Porcelain Body.

AROUND two words, opportunity and courage, the story of many successful business enterprises have been builded. Around these same words the story of successful business men has been told in brief.

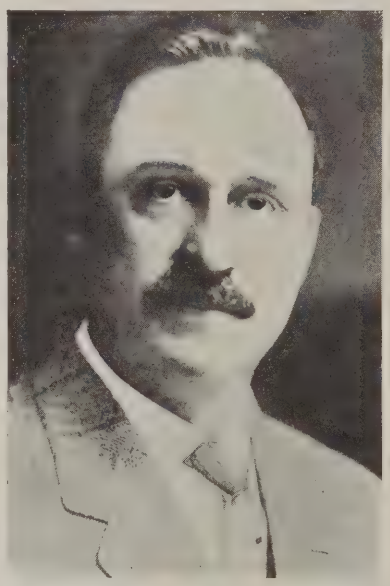
Many do with opportunity as children do at the seashore; fill their hands with sand, then let the grains fall through one by one until all are gone. As a general rule, those who have no opportunities despise small ones; and those who despise small opportunities never get large ones. Opportunity if not heeded sometimes is disastrous.

Coupled with Opportunity is Courage. It has been written that nothing that is of real worth can be achieved without courageous working. Many a successful man owes his growth chiefly to that active striving of the will, that encounter with difficulty, called effort, and it is astonishing to find how often results apparently impracticable are thus made possible.

To believe a business impossible is the way to make it so. How many feasible projects have miscarried through despondency and being strangled in the birth by a cowardly imagination. A good cause makes a courageous heart, and to be valorous is not always to be venturous.

A very important principle in business success, is industry—persevering, indefatigable attention to business. Persevering diligence is the philosopher's stone, which turns everything to gold. Practical industry, widely and vigorously applied, seldom fails of success. It carries a man onward and upward, brings out his individul character and powerfully stimulates the action of others. It must lead to wealth, with the same certainty that poverty follows in the train of idleness and inattention.

These three words, Opportunity, Courage and Industry have proved to be the very foundation stones upon which the successful business enterprises of Sebring, Ohio, have been builded, and the foundation is so strong that it will last through the ages.



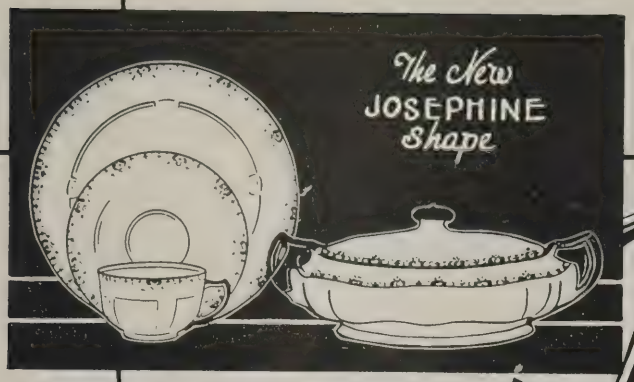
Thirty-eight Years Ago Frank A. Sebring Had a Vision That Domestic Pottery Offered a Big Business Field—Today it is a Reality at Sebring, O., Where One of America's Great Pottery Industries is Located.

Vision Started Sebring

It was about thirty-eight years ago while going about his routine work in a small grocery store at the corner of Fourth and Market Streets, East Liverpool, O., that Frank A. Sebring had a vision. He believed than an opportunity to advance was presented. He had studied the success of others, and believing that what others had accomplished he also in time could win like success. And there was born the idea that in the domestic pottery business lay opportunity.

But it took courage. It required ambition. It took constant industry.

For several years prior to the time that Frank A. Sebring conceived the idea of entering the potting industry, there was a small plant located at Second and Market Streets, East Liverpool, that had been inactive. It had been operated by Agner & Foutts, and had but two kilns. Its product was yellowware, a product that was generally manufactured in the East Liverpool district. The decision was made to take over this idle property, and place it in operation. The enterprise was launched on a cash capital of less than $10,000 and that was the very beginning of the present mammoth Sebring pottery inter-



This new shape has met with instant approval, the best authorities declaring it to be one of the most practical and admirable products that American skill and artisanship has yet produced.

THE CRESCENT CHINA CO

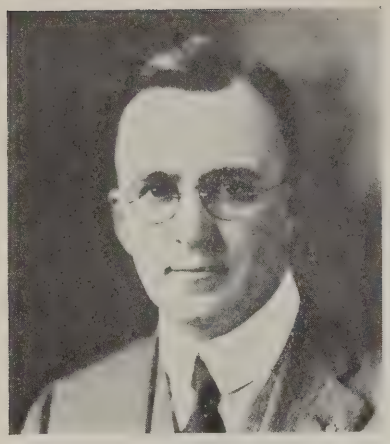
The Crescent China Co Alliance, O.

Manufacturers of High Class Decorated Tableware

In keeping with modern progress the builders have left nothing undone to make this the most modern intermittent kiln plant in the world. The features incorporated are the fruits of the application of life long experience and has enabled this company to select the finest materials, and with the advantage of their superior facilities produce a high quality product at an extremely low price.

A. R. BENSCH STUDIO

A Complete Line will be on Display at the January Exhibition at Room No. 885, Fort Pitt Hotel, in Pittsburgh, Pa



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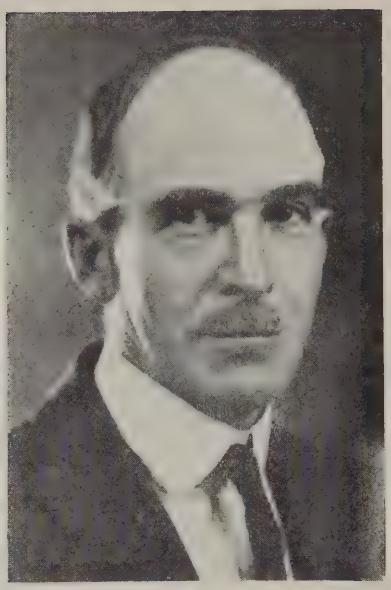
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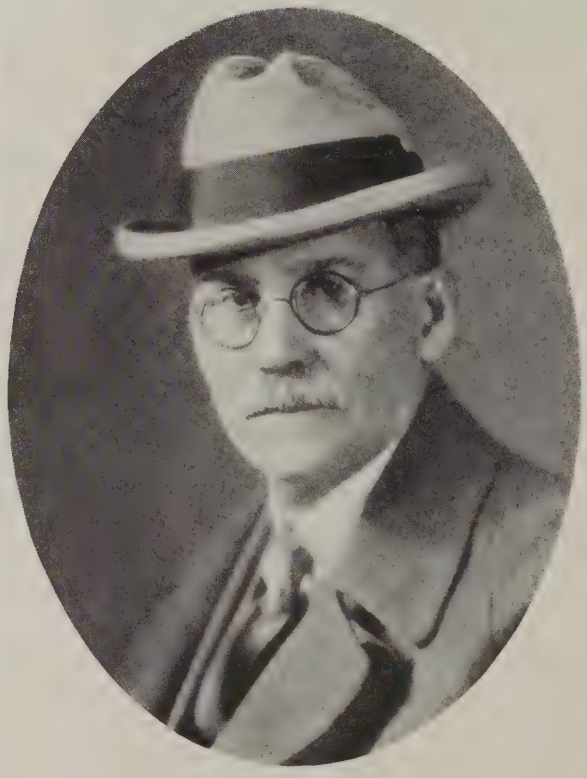
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1—Charles L. Sebring, President of Sebring Pottery Co., and President of Crescent China Co.

2—F. A. Sebring, Jr., President Salem China Co.

3—Samuel I. Morley, General Manager Crescent China Co.

4—Donald S. Albright, General Manager Limoges China Co.

5—Evas H. Sebring, President E. H. Sebring China Co.

6—Oliver H. Sebring, President Sebring Mfg. Corp., President Citizens Banking Co.

7—Bert L. Sebring, Vice-President Sebring Mfg. Corp.

8—Ray Y. Cliff, Secretary Sebring Mfg. Corp., General Manager of Saxon China Co.

9—W. L. Murphy, Treasurer of Sebring Mfg. Corp.

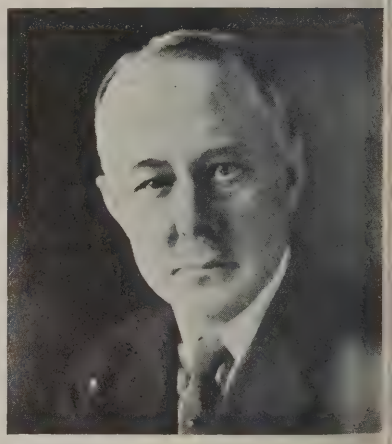
10—John Horton, General Manager of E. H. Sebring China Co



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9



10

ests as well as many other very successful enterprises.

At that time the brothers of Frank A. Sebring were engaged at their various trades in other potteries in East Liverpool. Evas H. Sebring was associated with his brother, Frank A. Sebring in conducting the grocery. Oliver H. Sebring, the late Joseph Sebring, Fred Sebring, George Sebring and William Sebring were engaged in the different East Liverpool potteries at their several trades. When title to the Agner & Foutts plant was turned over to Frank A. Sebring and his associates, the several brothers then became identified with the new company, which was then known as the Sebring Bros. Pottery Co. F. A. Sebring acted as president and general manager, while Evas H. Sebring was in charge of the decorating department. O. H. Sebring was foreman of the clay shop while George Sebring looked after the selling end, but from time to time was assisted in this work by F. A. Sebring.

Turns Out White Granite Body

"Kokus China" was the name of the product of this plant, it being a white granite body. In addition to the manufacturing of a line of dinnerware, there was also produced a toilet shape, jardiniers, and a few other specialties, which included a ceramic body for clocks.

The business prospered from the beginning. From time to time the line was improved and augmented, and the company was among the first in the East Liverpool district to introduce a semi-porcelain body. As business increased, other kilns were added from time to time until the plant had a capacity of six kilns, in addition to six decorating kilns. Intensified effort was put forth in every department of the business, and with remarkable results.

About 1891, George Sebring and Frank A. Sebring leased what was then known as the East Palestine (O.) Pottery, which had a capacity of six kilns. This factory was later acquired by the late Will S. George, and a few years ago was destroyed but the site of this plant is now occupied by the new W. S. George pottery at East Palestine. The two Sebring brothers operated this pottery very successfully for a number of years.

Then came another vision to the Sebrings and grave thought was given a plan toward a further program of expansion. At this time, it was in 1896, a tract of land was purchased in the eastern outlying district of East Liverpool, about a mile west of the Ohio-Pennsylvania State line, and overlooking the Ohio river. Upon this site was erected the original plant known as the French China Co., which had a capacity of six kilns.

In the immediate East Liverpool district, this plant was known as "The Klondike" it being located so far from the community of other pottery plants. Construction of this shop continued during the summer season of '96—when the day of the automobile was unknown, and which resulted in potters taking a "Sunday walk" as it was termed from the down town district to the site of the new plant. It had been many years before since a new pottery was erected in East Liverpool, and the erection of this plant was watched from the beginning with keen interest.

Again, the history of success was written about this new pottery. For four years it continued in active operation under the management of the Sebrings, and in 1900 the plant and the real estate was disposed of to a new company that had been formed by the late Josiah T. Smith and William R. Phillips and their associates. The plant then took the name of Smith-Phillips China Co., which has remained the same until this day. When the Sebrings erected this plant it had a capacity of six kilns, but today that capacity has been considerably augmented.

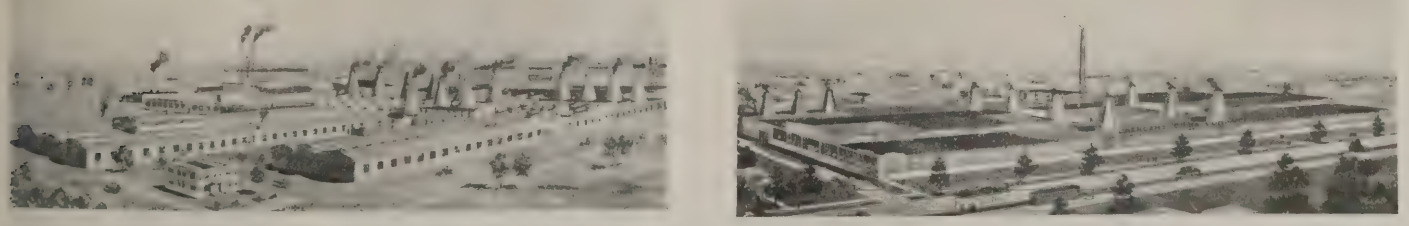
Plant Helped Town Develop

The erection of the plant of the French China Co., which was under the management of Evas H. Sebring, had much to do with the development of that part of the East Liverpool district, and the name of Sebring is today a household word in every home in the "Klondike."

Shortly before plans matured for the erection of the "Klondike" plant of six kilns, Frank A. Sebring and his brother, George Sebring, considered the erection of a generalware pottery, and in casting about for a site, came to the opinion that East Palestine, O., offered favorable advantages. This was about 1895, and this idea resulted in the erection of what was known for many years as the plant of the Ohio China Co. The pottery was located along the main line of the Pittsburgh, Ft. Wayne & Chicago Railroad, and most excellent shipping facilities were offered.



This pottery had a capacity of six kilns, and was successfully operated by the builders until about 1902,



At the top may be seen the pottery of the Strong Mfg. Co., below, left to right, are the Limoges China Co., and the Crescent China Co

The 4 Big Events in Sebring History

1 — 1887—Founding of The Sebring Pottery Company in East Liverpool, Ohio, by the five Sebring Brothers—capacity 2 kilns.

2 — 1899—Founding of the town of Sebring, Ohio—by the Sebring brothers.

3 — 1911—Founding of the town of Sebring, Florida, by George and Orville Sebring, former potters of Sebring, Ohio.

4 — 1922—Development of Ivory Porcelain by the Research Department of The Sebring Pottery Company.

The Sebring Pottery Co.

CHARLES SEBRING
President

Sebring, Ohio

CHICAGO OFFICE
American Furniture Mart
666 Lakeshore Drive

NEW YORK OFFICE
Armion Bldg., Space 414
469 Seventh Ave.

Our Hat Is Off to Edwin M. Knowles*

Our hat is off to the Edwin M. Knowles Company for their determination to make a high grade earthenware Ivory Body. We offer our congratulations—and our best wishes.

It's a constructive effort—one that will be helpful to the entire American pottery industry.

Naturally the adoption of an ivory body by one of the well known producers is especially gratifying to us.

We were the first American manufacturer to produce ivory earthenware. We believed it to be much more attractive than artificial blue-white china.

Since the introduction of Ivory Porcelain in January, 1923, we have been going it alone. We welcome competition.

Early in 1923 buyers helped confirm our judgment by purchasing liberally of Ivory Porcelain at high prices.

In 1925 the consuming public convinced us we were right by buying more than one million dozen — 1400% more than in 1923.

This year we are adding materially to our Ivory Porcelain production and our increased output has made this fine dinnerware cheap—wonderfully cheap—compared to the prices of our foremost foreign competitors.

Ivory Porcelain by Sebring now costs little, if any more than ordinary white earthenware. Some remarkably beautiful patterns will be shown in Pittsburgh in both our famous shapes—Barbara Jane and Gadroon. Some of them sell as low as $14.00 a pound.

We cordially invite you to visit our display—Room 742, the Fort Pitt Hotel. Harry P. Muirheid (health permitting) and Col. Will A. Rhoades will be in charge.

Ivory Porcelain by Sebring

* Apologies to Edward S. Jordan.



Two of Sebring's potteries. At left sixteen kiln pottery of French China Co., and at right, E. H. Sebring China Co.'s plant.



when it was sold to East Palestine interests. The later owners continued operating the property for a number of years, and while engaged in the ceramic industry today, the product has to do with another line of endeavor.

In the intervening years the Sebring Brothers conceived the idea that the grouping of interests would be very beneficial, and the possibilities of greater growth would ensue. That they thought right has never been questioned. This took more courage, more industry while opportunity was present. This idea of grouping interests was soon followed by a careful survey of possible sites and tracts where future growth would not be limited.

This was in 1898. At that time there was a firm conviction in the minds of many that the consolidation of the pottery industry would not only be beneficial to plant owners, but more economical in operation. A consolidation was proposed to various pottery operators, but after many joint conferences and audits, the plan was given up as a hopeless one at that time.

However, these interviews more firmly convinced the Sebring brothers of the possibilities in the grouping of their various enterprises, and after a number of possible sites were viewed, the decision was reached to purchase one thousand acres of unimproved land in the southwest corner of Mahoning county, Ohio, this land being considered best suited for the purposes for which it was sought. It was farm land that was acquired, but through it extended the main line of the Pittsburgh, Ft. Wayne and Chicago Railroad. Here was another advantage that was considered most favorable to such the contemplated enterprise.

Just as soon as title could be transferred, the Sebring's began to work out plans for development. Architects had been engaged, and drawings for a six kiln pottery were approved. Early construction resulted. As the pottery was being built, the townsite was being laid out. Erection of homes for workmen followed. Time wore on and rather quickly the first pottery to be erected in Sebring was placed in operation under the name of the Oliver China Co., now known as the E. H. Sebring China Co.

Sebring Has Had Rapid Growth

From that day, the growth of Sebring has been rapid. Town lots sold rapidly. New homes were in almost constant erection. People associated with the pottery industry began to believe that Sebring had an unusually bright future, and investments were made accordingly.

After the plant of the Oliver China Co. had been placed in operation, the original plant of the Sebring Bros., in East Liverpool, was sold, the purchasers being the late Harry A. Keffer, then salesman for the Potters Co-Operative Co., and Jefferson R. Warner, now of California, but who was at that time engaged in the shoe business in East Liverpool with Samuel R. Larkin, now head of the National China Co., Salineville, O.

Soon after the sale of this pottery, plans were worked out for the erection of the second pottery in Sebring, which is now known as the plant of the Sebring Pottery Co. At that time, this plant had a capacity of six kilns, but has been increased to eleven kilns today. The completion of the second plant of the Sebring group resulted in the need for more homes, and, as has been told, homes were built just as fast as potteries were placed in operation. With an eye to the future the founders of Sebring first considered homes, then plants. From this rule there



This photograph shows Sebring as it looked away back in 1900. Shop shown on right is the old Oliver China Co.

Crown Derby



E. H. SEBRING, *Pres.* J. M. HORTON, *Sec'y*

The E. H. Sebring China Co.

makers of

High Grade Dinnerware

Sebring, Ohio

We illustrate herewith the Crown Derby, a pattern that has made good wherever shown.

The artistic and colorful design, together with our Lotus Shape makes an irresistable combination.



has never been the slightest tendency to veer.

The future of Sebring began to look brighter than the founders ever dreamed. In 1901 the third pottery of the new Sebring group was erected in Sebring, and the name of the French China Co. was transferred from East Liverpool and placed over the latest pottery in Sebring. This pottery was built with six kilns, but growth has been steady, and under the very able business management of Oliver H. Sebring it has expanded until today it has a capacity of fourteen kilns.



The Saxon China Co., at Sebring, has eleven kilns—and from the looks of things, they're all working. This is a typical Sebring scene.

But the end had not been reached. Development of Sebring followed rapidly.

Frank A. Sebring and his brother, George E. Sebring, then owners of the Ohio China Co., at East Palestine sold their interests to R. N. Chamberland and O. C. Walker of East Palestine, in 1902 and soon after this business transaction was closed. F. A. Sebring erected the fourth pottery of seven kilns in Sebring, which was known as the Sterling China Co., but which later was re-named the Limoges China Co., and which today has a capacity of nine kilns.

In connection with this fourth plant, it is quite interesting to note that it was in the plant of the Sterling China Co. that the first translucent china was made in this country for general utility purposes, and that the output of this line continued for about a period of two years. The ware was thin and was vitrified. However, because of the severe and very keen competition offered through the importing of similar foreign lines, the production of this body was discontinued, and the production of the plant was converted into semi-porcelain, the same body that was being produced in the several other Sebring plants then in operation.

Has Production Equal to Twenty Kilns

Although the initial production of this plant was but seven kilns, it was later increased to nine, and recently there was erected three Dressler tunnel kilns, which today gives this plant a production equal to twenty perodic upright kilns.

Fred E. Sebring had been in charge of the management of the Limoges plant for many years, but resigned from this activity about 1912. It was through his efforts that the fifty pottery was erected in Sebring, which today has a capacity of eleven kilns. This was considered perhaps the most modern pottery in the United States when it was erected. It is operated under the name of the Saxon China Co. Mr. Sebring remained at the head of this company for a period of three years when he reached the decision to retire from the active duties connected with the operation of a generalware pottery, and his holdings in the company were sold to the present owners of the French China Co., which is headed by O. H. Sebring.

While the erection of the plant of the Saxon China Co. closed for the time being pottery plant development in Sebring, there was no stop in further expansion of business by the founders of Sebring.

For many years there had been in operation at Salem, O., just east of Sebring in Columbiana County a pottery, known as the Salem China Co., and in which Salem and East Liverpool capital was interested. The owners of this plant, each having other business interests desired to be relieved from duties connected with the business in Salem, and this seven kiln plant was taken over by Frank A. Sebring and his two sons, Charles L. Sebring, and Frank H. Sebring, Jr., Samuel I. Morley and Floyd McKee. The original capacity of this plant at the time it was acquired by the Sebring interests was six kilns, but an additional kiln was erected soon after it was transferred to the new owners.

At this time the picture reverts back to 1908, when the desire to expand was again impressed upon F. A. Sebring. There had been erected at Niles, O., a three-kiln generalware plant by what was then known as the Bradshaw China Co., and in which some East Liverpool capital was interested. The business did not prove successful, and in due time this property was offered at Sheriff's sale.



This is the Citizens Banking Co., of which Oliver H. Sebring is president.

F. A. Sebring submitted a bid for the plant, and it was sold to him. A new company was formed and under the name of the Tritt China Co., the Niles pottery was increased to seven kilns and for many years continued in successful operation. However, in the intervening years, the name of the company was

You Can't Go Wrong

by offering the Wares of

The French China Company

Sebring, Ohio

Guaranteed Quality Semi Porcelain
New Shape and New Decorations

We specialize in sales producing propositions that get you out of the beaten path.

Our special decorations and new ideas will give that increase you are looking for in your chinaware sales for 1926.

The French China Company

Sebring, Ohio

Atlas China Co., and the property was operated under that name until 1922 when the plant and real estate was sold to A. O. C. Ahrendts and his business associates, and the name of the company changed to that of the Atlas China Co., under which management the property is being operated today.

Most Modern Plant in World

Before this sale was consumated, however, plans had been worked out for the erection of the sixth pottery in the Sebring district, and a site was purchased on the outskirts of Alliance, O., in Stark County, just short of four miles west of Sebring. This plant (The Crescent China Co.) was erected along new lines, and has been considered by many pottery manufacturers to be the most modern plant in the world. While it has but seven kilns, these are of such size that the plant has a production equal to nine smaller periodic kilns. This plant has been under the management of Mr. Morley.

But another story is told of the outside pottery holdings of the Sebring interests, and which goes back to 1903 when F. A. Sebring became associated with Edward J. Owen, who some time prior to that year was associated with G. A. Trenle in the management and ownership of the East End Pottery at East Liverpool, and which had but three kilns. These two men formed the Owen China Co., and erected a factory at Minerva, O., in Carroll county. The Minerva plant had a capacity of seven kilns, and for four years Mr. Sebring continued his interest in the company then disposed of his interest to Mr. Owen and his associates at Minerva.

Just as the Sterling China Co. (when that plant was erected at Sebring), was the first to manufacture a translucent vitrified body, so was the Sebring Pottery Co., the first company in the United States to place successfully on the market an Ivory Porcelain body. When it was placed on the market in 1923 it created a decided sensation among the leading distributors of the country. Since then an ivory body has been adopted by many other leading producers of dinnerware, a number of the latter eliminating the old style "plain white" body. In fact this situation is quite pronounced just at this time. Since this Ivory Porcelain body was introduced by the Sebring Pottery Co., it is declared that the company was sold and distributed more Ivory earthenware than was ever before placed on the American market, either foreign or domestic.

The Ivory Porcelain body was developed by Thomas Alex Shegog, who is in charge of the research department of the F. A. Sebring group of generalware potteries, and every modern device known to the research world has been installed in the laboratory for the purpose of giving facilities for the production of quality merchandise.

Collectively, and in dollars and cents, the combined shipments of the seven potteries under the control of the Sebring brothers is greater than that of any other individual interest by from twenty-five to forty per cent. In fact is is announced that the value of the present production of these plants is equal to about twenty-five per cent of the entire output of the American industry.

But the activity of the Sebring brothers has not always been confined to the production of dinnerware, as the history of the community has disclosed.

Also Turned Out Enameled Ware

Back in 1912 H. Orville Sebring, the eldest son of George E. Sebring, entertained the opinion that other lines of merchandise would go hand in hand with dinnerware manufactured in Sebring, and this resulted in overtures being made to the then owners of the Strong Manufacturing Co., Bellaire, Ohio, to locate in Sebring. This interest was a large and active producer of enameled ware for household purposes. A new company was formed, headed by Oliver H. Sebring, and then began the erection the erection of a plant in Sebring to house the new industry, which has been successfully conducted from the beginning.

In addition to first manufacturing a line of household enameled ware, a specialty was added, this being an enameled electric reflector. This item has had an immense demand, and production is being increased from time to time.

But this was not all that the Strong Manufacturing Co. did. It had the machinery and other equipment, so O. H. Sebring procured additional equipment and the business of an aluminum manufacturing company was purchased. This business was then removed to Sebring and set up in the plant of the Strong Manufacturing Co. This shrewd move on the part of O. H. Sebring has placed this company in the very front rank among producers of enameled and aluminum ware. This plant is equipped with the most modern machinery known to either branch of production.

An incident to show how far into the future the Sebring brothers look took place in the early part of 1909, when the manufacturing of a six cylinder automobile was begun in Sebring. But the idea of a six cylinder car at that time was just as advanced as was that of Henry Ford, when he first entertained the idea of placing a two cylinder car on the market.

The manufacturing of a six cylinder car in Sebring was the idea of Oliver H. Sebring, who with his brother, Fred E. Sebring, entered the manufacturing of automobiles. Its ultimate production placed before the American trade one of the first six cylinder cars known to the industry.

The death of Joseph Cooper, however, who was general manager of this plant proved a decided shock, and the manufacturing of the automobile was abandoned.

But Oliver H. Sebring had still a broader vision of business as has been proven by more recent developments in Sebring. Controlling several potteries in addition to the Strong Enamel Manufacturing Co., Mr. Sebring deemed it wisdom to place all of these different plants under unified management so that a much closer contact could be had. This has resulted in the formation of the Sebring Manufacturing Corp., of which Oliver H. Sebring

A Word About

SPECIAL SALES PLANS



When you want to get out of the beaten path in your chinaware selling efforts, think of

SAXON CHINA

The line with
Decorations that are
Different

Sales Plans that are
Unusual

The secret of success in putting over large volume sales is this:—"The appeal of the plan is greater than the appeal of the ware." That is why we have been exceptionally busy during the whole of 1925—we give our customers ideas that "put it across."

Back of and below all our sales ideas, however, is our policy of

Ware of Quality and Beauty

May we not have the pleasure of helping you in 1926 to a bigger and better business?

The Saxon China Company

SEBRING, OHIO

RAY Y. CLIFF
Treas. and Gen. Mgr.

is the head. The plants united by this movement are those of the French China Co., occupying a site of 10.58 acres; the Saxon China Co., occupying a site of about 6.25 acres and the Strong Manufacturing Co., with about 5.28 acres. Previous to this consolidation of interests, all of which were headed by O. H. Sebring, each individual plant had been operated successfully, but a greater success is assured through the unification plan.

The French China Co. has a capacity of 350-hundred piece sets per diem, while the Saxon China Co. plant has a capacity of 275 hundred-piece sets daily, while the production of the Strong Manufacturing Co. is placed at millions of pieces annually.

Each of the companies merged into the Sebring Mfg. Corp. has had for years the established policy of selling direct to the retailer, eliminating the jobber and broker, and carrying its own stock of ware, a substantial portion of which is kept packed for shipment in sets or units. The business is not restricted to any territory, and it has salesmen and sales agencies in all parts of the country. A very large portion of the business of the corporation is in carload quantities, but it is a matter of record that no order is too small to be acceptable. In fact, matchings if only for a few pieces are looked after as carefully and as promptly as if the order was for a carload of ware.

"The Sebring Mfg. Corp. is one of the three largest producers of tableware in the country," according to Oliver H. Sebring. "Investigation by the United States Department of Commerce has revealed the fact that, per kiln, our production and sales have been the largest in the United States. To attain this standing we have investigated and adopted every improvement which has been demonstrated a success and in addition we have developed or improved standard machinery within our own organization. It has always been our aim, and it will continue to be our aim to give special maintenance of quality and of tasteful designs, and we have worked out and have successfully employed ingenious methods for the promotion of sales. The recent consolidation of the three units, will result in the highest efficiency of management. Through this, the benefits of quality production methods and specialization only possible in larger units of production under centralized control will accrue.

The scene now shifts to a sector fourteen hundred miles away—down south and in a state where they grow strawberries for Christmas—Florida. Here again is clearly displayed the vision of George E. Sebring.

George Sebring believed that in due time the south would come into its own, and he also believed that the State of Florida would, in no distant year become the most talked about State in the Union. His thoughts were right as developments of the last few years have disclosed to a nation and a world.

A visit to Florida convinced him that in Highland County, in that State, would be the ideal location for a new town, and this belief induced him to purchase several thousand acres, of what was considered by the natives as land that could not be excelled in any part of Florida.

Today, that undeveloped tract of several thousand acres is known as the City of Sebring, and is one of the "big Six" cities in Florida. There again a vision became a reality.

With George E. Sebring as the founder there has grown one of the most beautiful towns in the Southern state, and it is conceded that should the present rate of growth continue, Sebring, Florida, will within the next five years have a population of fifty thousand.

Development of this barren tract of land has never ceased. Today, under the guidance of George E. Sebring, his son, H. Orville Sebring, Evas H. Sebring and his son Kenneth Sebring and Frank A. Sebring, "Beverly Hills," at Sebring, Florida, which might be classified as a suburb of Sebring, Florida, but in reality an individual part of this wonderful development, is making marvelous progress as one of the most beautiful developments in the state. In the days of pioneering, land was purchased at $20 per acre, and there is a demand for this property today at a price of $1,500 per foot front.

And this picture should stand out prominently in the mind when the development of Sebring, Florida, is considered: There are at this very time six thousand craftsmen employed daily there. Homes are being built. Hotels are being erected. Business properties are going up rapidly—and the end is not yet.

There are three of the largest golf courses within the bounds of the State of Florida at Sebring, and the fourth, more elaborate than them all is now being finished, and is expected to be completed before the year end.

There is pointed out in this article the real meaning of that little word ENERGY. The longer we live the more we are certain the great difference between men—between the feeble and the powerful, the great and the insignificant is ENERGY; invincible determination—a purpose, once fixed, and then death or victory! That quality will do anything that can be done in this world; and no talents, no circumstances, no opportunities will make a two-legged creature a man without it.

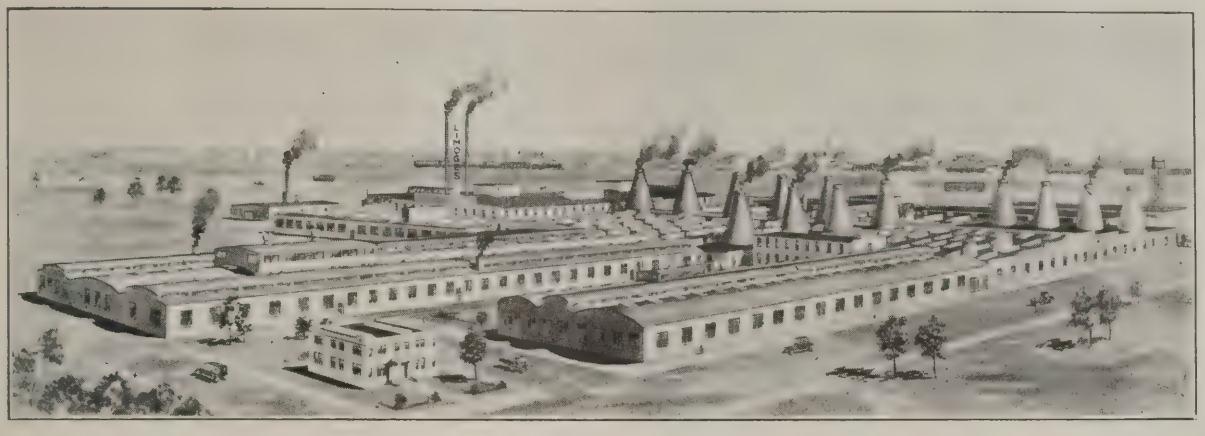
In every undertaking of each of the Sebring Brothers there stands out as does the Stars and Stripes in all their brightness at the top of the mast—Opportunity, Courage, Vision, Energy. The remarkable history of the Sebrings brings to mind the following verse:

> "The busy world shoves angrily aside
> The man who stands with arms akimbo set
> Until occasion tells him what to do;
> And he who waits to have his task marked out
> Shall die and leave his errand unfulfilled."

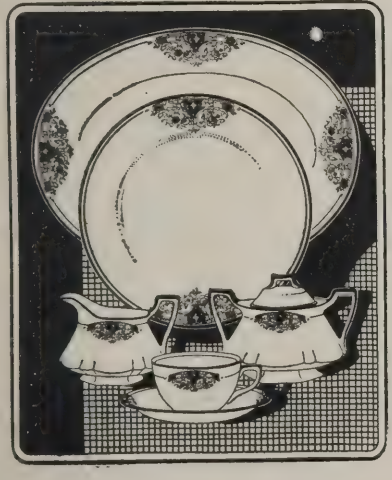


The Limoges China Company

The Best Place to Buy Chinaware



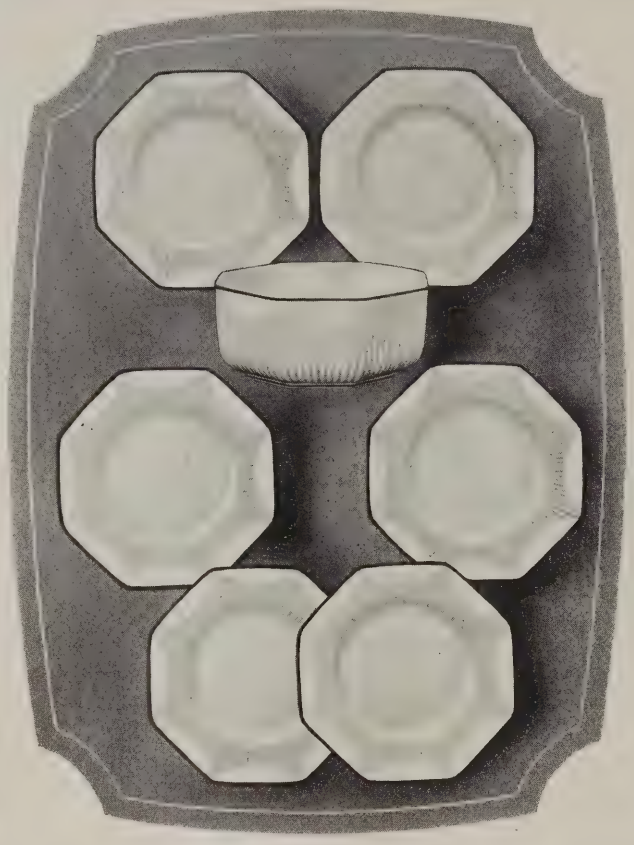
A large and very modern factory
New and attractive decorations
Efficient service



"The Cavalier"
A refined Colonial design

Main Office and Factory

Sebring :: Ohio



Greetings!

Snappy Borders
Medallions

TEA SETS

AND

SPECIALTIES

ORIGINATORS

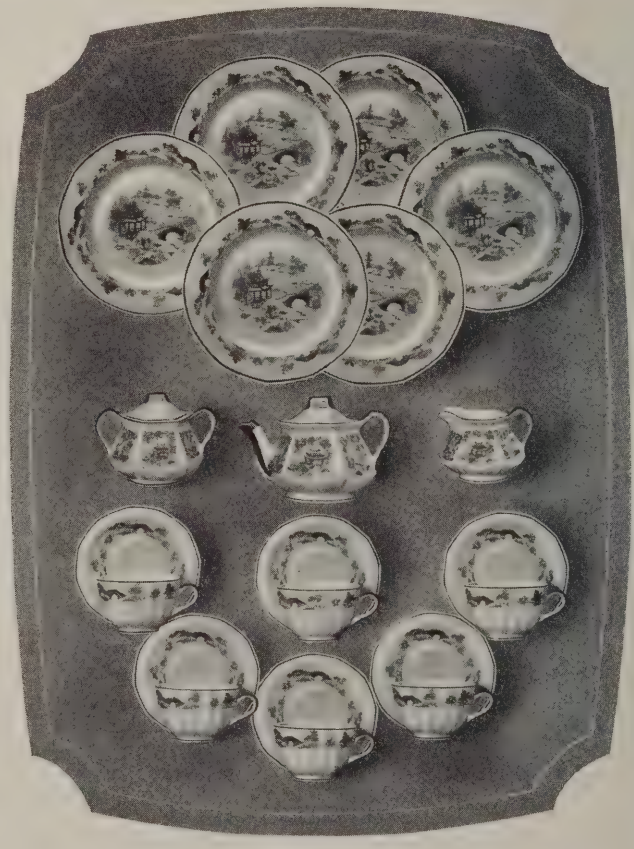
OF THE FAMOUS

UNDER GLAZE

"YUKON YELLOW"

"WINSOR" *and*

"Parisian" Shapes



THE SALEM CHINA CO.

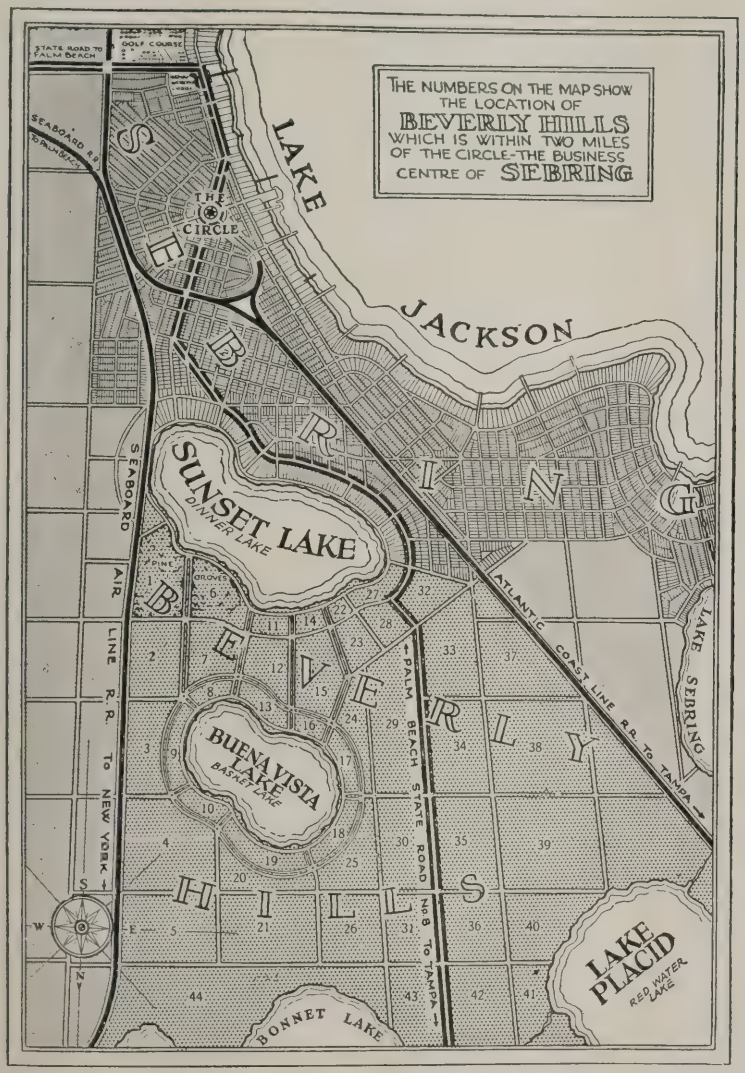
SALEM, OHIO, U. S. A.

ESTABLISHED 1898

BEVERLY HILLS
SEBRING, FLA.

THE COUNTY SEAT *of* HIGHLANDS COUNTY

Conceded to be the Miami of this Beautiful High Hill District that All Florida is Talking About



ON the Atlantic Coast and Seaboard Airline Railroads, Beverly Hills is located around six large lakes with three and one-fourth miles of lake frontage, which includes the Royal Palm Citrus Grove, the show-place of Florida. The Scenic State Asphalt Highway runs directly through the centre of the property

BEVERLY HILLS contains approximately twelve hundred acres of the most fertile high and dry land in Florida, planted with producing Citrus Trees. Subdivided into one-half acre lake fronts and lake views and one acre Park Home Estates, also Venetian Islands.

The numbers on the map indicate the location of Beverly Hills, which reaches almost to the city limits and undoubtedly will be taken into the city within a short time.



Fine Asphalt Roads connect Sebring with all points of Florida

THIS advertisement is the first offering of the famous Royal Palm Grove property, by the original owner, at a very small percent of increase over what we were offered three years ago as a grove.

We will sell you direct or through your local Real Estate dealer. Upon request we will send you perspective maps, booklet and full particulars. Better still, come by train and select your own estate.

An acre home grove estate with old producing citrus trees for thirty-nine hundred dollars.

THE F. A. SEBRING REAL ESTATE CO., *Sebring, Fla.*

A. D. TAYLOR, *Landscape Architect,* Cleveland, Ohio

Old Dutch Pottery

(Continued from page 77)

the achievements of Lambert van Eenhoorn and Louys Fictoor, who worked about 1700, and others who followed in the eighteenth century. The fact that the Delft potters were able to fire brick red, green, and yellow in a high temperature kiln, like the blue itself, all together so that they burnt into the enamel, made this accomplishment the greatest technically in the history of Delft ware production.

Artistically considered, many of the floral schemes were delightfully executed by Eenhoorn and Fictoor, and cover the entire surface of the body of the ware. And so much were they alike in treatment, that even experts have found difficulty in deciding who the painter was. This is the case with the group illustrated here, showing two flasks and a vase with reeded forms, by one of these Delft potters. The decoration is in blue, green, and brick red, the blue being under the glaze.

In the second period, which, of course, runs on right through the eighteenth century, are to be found the most varied pieces. These include not only plain modelled figures and groups, animals, birds, and the like, for useful wares, but also the floral patterns with well distributed colours, against the white groundlay, which belong particularly to Delft painters' craftmanship. Moreover, alongside of the production of the polychrome wares went on still the making of the blue and white. These latter embraced many small household articles as well as big vases; or, more properly speaking, grotesque urn-shaped vases with decoration in the rococo styles, modelled in relief, of which an interesting specimen is in the Gemeente Museum, with handles and masks as motives. It is the production of A. Kiell, owner of the factory of the "White Star," mark (A. K., above a star), and belongs to the third quarter of the eighteenth century. It is illustrated here.

Became Necessary to Fix Colors

FINALLY, comes the third class or period. It is the one wherein the Delft potter found that in order to produce the delicate shades and tints and the gilding characteristic both of Chinese and Japanese wares, it was necessary to fix those colours, such as red and green and gold, which, unlike blue, all required to be fired in the muffle kiln at a lower temperature. Associated with this period was the last phase of muffle kiln firing methods for all colours painted over the already fired enamel. The object of this was to imitate Meissen and other European polychromatic porcelain wares. In the Gemeente Museum are a number of excellent specimens of this class. One such, illustrated, shows a small soup tureen, decorated in different muffle kiln colours, with figure subject of lovers enclosed in panel surrounded by sprays of flowers, delicately treated.

Not merely in the handling of colour did the Delft painters show their skill. It was also shown in the fine sense of proportion revealed in their use of colours in relation to the design and body itself. Such qualities are apparent to a high degree of perfection in some of the Gemeente Museum pieces, where all the colours employed,—the brilliant reds, greens, blues, as also gold and black,—have been fired in the muffle kiln. One such is a covered jug, in a style akin to Japanese porcelain of the Imari class, first half seventeenth century, ascribed to the Pijnacker factory productions of the middle eighteenth century. Emanating from the same works is an excellent example in the Museum embodying the heraldic motif of ornament, taking the form of the Arms of Frederick the Great, with armorial details on rim. It has a combination of high fired and muffle kiln colours, the greens and purples and gold being disposed finely against the red and blue and black. It has been said that it was the polychrome wares of the period about 1700, treated by the **grand feu,** which best show the Delft painter's skill in the use of colours. And whilst seventeenth century work showed the high art of the Delft painter and potter, pieces with overglaze colours, or with blue fired with the enamel, and the less resisting colours treated in the muffle kiln, in themselves reveal their own inimitable freshness, soft and expressive qualities. This fact points rather to the view that it was the decline in painting technique in the closing periods of old Delft, which accounted, at least to some extent, for the criticism levelled against the firing technique.

Potteries Replace Breweries

IN conclusion, what of the town itself that has given to the tin enamelled earthenware made there its name and fame? In the Middle Ages Delft was famous for its breweries, of which there were more than three hundred on the banks of the canal. Despite the efforts made by Charles V. to revive the trade after the great fire of 1536, the brewing industry declined, with the result that aided by the suitability of the disused buildings, availability of clay materials, shipping resources of the neighboring port of Delftshaven, the ancient industry was superseded by that of pottery making. As early as the first decade of the seventeenth century Delft possessed trained craftsmen and potters banded together in the Guild of St. Luke; and by the time the industry had become the chief source of wealth in Delft, it was to include every pottery craftsman not only in Delft but throughout Holland among its members. The usefulness of the Guild lay in its efforts to maintain a high standard of quality production in all trades and manufactures. With the decline in the artistic standard of the later eighteenth century wares of Delft, among others, its powers ceased to be effective, and its influence waned.

PERCY N. LEYLAND, Inc.

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Illustrating two exceptionally attractive and successful decorations on Ivory Body



Underglaze painted decor. in black and yellow. By Geo. Jones & Sons.

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Sole Agents For

Geo. Jones & Sons, Ltd.
Bone China—Fine Earthenware

Newport Pottery
Fine Earthenware
Vitrified Hotel Ware

Wedgwood & Co., Ltd.
Fine Earthenware

H. J. Wood
Rockingham and Samian
Plain and Decorated Tea Pots

Glancing Through Old Files

(*Continued from page 110*)

panic, however, the competition between the two sections has been so sharp that our glass factories have been forced to follow the Pittsburgh example in order to hold their own. This course has materially effected the market for pearl ashes, which has been in a low and weak condition all year. In the manufacture of nice French glass, however, pearlash cannot be dispensed with."

An Expensive Pair of Vases

"A gentleman well known in Boston, accompanied by a clerical friend, visited Niagara once upon a time, and was moved to cross the bridge and enter Canada. While returning, attention was called by a peddler to a pair of vases costing $12, and the gentleman, against the advise of the clergyman, made the purchase. Soon the friends were stopped by one of Uncle Sam's Custom House officers and a duty was demanded. Greenbacks were proffered but refused, and the gold was procured by the payment of $7 in bills. The cost of the vases was thus far $19, and the chagrin of the purchaser on reaching Niagara may be imagined on his finding that precisely similar ones could be purchased there for $6 a pair. But having been bought the next thing was to express the expensive articles to Boston, at the owner's risk and a cost of $2 to cap the climax the gentleman on reaching home opened up the package only to find that the vases were broken to pieces, and his time, trouble, and $21 wasted in the using. He does not propose to purchase any more Canadian vases."

We Won't Vouch for This One

"There is a chap in Staunton, Va., who eats glass. 'I went out,' says the physician who describes it, 'and secured a piece, about one-third of a broken pane, and brought in several friends to witness the sight. He took the glass deliberately bit off a piece about the size of a silver half dollar, and chewed it up with as much gusto as if it had been a piece of bread, swallowed it, taking afterward a swallow of water and bread, he said to get the particles out of his teeth. He would have eaten the whole piece if I had requested as he had frequently eaten tumblers for a drink of whiskey. He said he would eat any kind of glass except the colored bottle glass, which had whiskey in it. He was first induced to try the experiment about three years ago, at the Cape of Good Hope, by a surgeon in the British navy, who bet he could eat all the glasses (eighteen in number), at a dinner-party which he did, and he saw no reason why he could not do as much, so he tried it by eating only three. Since that time he has eaten glass for the amusement of others over a thousand times with no disagreeable effect. The only difference he sees is, it gives him an appetite."

An Illustrative Plate

"A citizen somewhat noted for his economical habits of expenditure and living, surprised the clerks in Brigg's great china and glass store the other day by coming in with a large platter as a sample of a dinner set that he wanted decorated.

"Of course he was courteously served. Pattern after pattern was exhibited, and design after design suggested by the polite Briggs, who, however, exhausted his artistic skill and ransacked his fertile brain in vain to suit the customer's taste.

"One design was too dark, another was too light, a third 'rayther' expensive, and a fourth too common, till at last the applicant, putting his great white platter down on the heap of drawings and designs said:

" 'Now what is there I kin hev put on this, that'll be rare and well done?'

" 'I know of nothing else,' said Briggs, 'except it be a good piece of roast beef.'

" 'Jest the thing,' said the customer, not seeing the joke, 'pain the picter of the beef right in the middle!' "

Pottery and Porcelain of Many Lands

(*Continued from page 98*)

including China, Japan and Korea, and forms both an elementary and advanced textbook for the study of this subject. In this volume are comprehensive tables of marks to guide collectors.

The third volume deals as exhaustively with the porcelain of Europe as the first did with the pottery. Mr. Hannover attributes to Venice the first attempt to imitate the porcelain of the East, which was done about 1470. The Medici succeeded in its manufacture, and the author calls it a genuine and noble product of European culture at one of its culminating points, a product of the age of the Medici and the Tuscan Renaissance, with its tendency to build all artistic imaginative activity upon a sound foundation of intelligent thought. Medici porcelain, he concludes, fully justifies the fame which it enjoys, as belonging to the little circle of the most classical and most precious treasures of the applied art of the past.

The progress of the art of porcelain making through the various countries of Europe is traced and a mine of information is offered, digging in which will well repay the effort.

Competent indices, bibliographies and notes add to the value of the books.

Warwick Has New Tea Room Service

The Warwick China Co., Wheeling, W. Va., is arranging to show a new tea room service for 1926 delivery, it is announced by General Manager C. E. Jackson. The shape will be new, and was designed by designing department of this factory. The shape will be known as the "Avon" in keeping with the policy of this firm to use all names on its shapes that have a historical connection with the famous Warwick Castle.



Our New Shape

"Majestic"

Beautiful Decorations

WHITE BODY

BOSTON OFFICE
Chase & Francis
122 Pearl St.

The
D.E.Mc.NICOL POTTERY CO.
EAST LIVERPOOL, OHIO.

Old English Stemware

(Continued from page 122)

a long time, possibly as late as A.D. 1780. The goblets, rummers, cider, dram and spirit glasses all show the temperament of the times, carrying out the same styles in stems, feet, and bowls as that of the wines.

A curious type of dram glass, belonging to the early eighteenth and nineteenth centuries, was a small glass only holding a proportionate quantity of spirits, and provided refreshment for parties, who might stop at an inn for a fourpenny worth of brandy. These glasses were deceptive as to the amount held for, when filled they presented a normal appearance, but when emptied the deception was apparent, as the thick sides revealed the fraud, quoting the Cumberland scotch, "the way we used to fool the poor Skoatch fowk."

Another uncommon style of spirit glass was funnel shaped, having a knob at the bottom instead of a foot, thus it could only stand upside down. These also furnished stimulating drink for the weary sojourner, as it was the custom in those days, when travelling coaches arrived at an inn for change of horses, for the servant to bring out a tray of these glasses, and fill them from the various decanters, offering each traveller a glass which would be drank quickly and then the coach would proceed rapidly on its way.

The old type of sweetmeat glasses was similar to the present day frappe glass or champaign glass, and was probably used for sweets or wines. They were very handsome with graceful bowls, showing exquisite cut patterns with domed feet, sometimes ridged, corrugated or plain.

Engraving on the wheel was the earliest method of decoration, and later, came polishing part of the engraving, which was succeeded by the entirely polished engraving. The patterns were many and various, showing different styles according to dates. The lily, sunflower, forget-me-not, tulip and honeysuckle, were popular wine glass decorations, while the hop and barley proved appropriate ale glass patterns.

With the Stuart family came more romance than any other line of ancestry in the history of Britain, and inscribed glasses showing Jacobite emblems and inscriptions were of antiquarian value, because of their individuality and personal contact. From the English counties loyal to old memories, came most of the glasses which bear Jacobite emblems, bringing memorials of the second attempt to regain the throne of Britain. The fervent feeling for the Jacobites was kept alive by numerous associations of gentlemen, of the famous "Cycle Club" and others, to which is indebted the surviving large amount of emblem glasses. Other inscribed glasses bearing loyal and patriotic emblems, commemorating national heroes, political sentiments, social mottoes, toasts, coats of arms, naval emblems, etc., are all significant monuments to the period.

Truthful reproductions of Old English stemware has characterized some of the most beautiful American made glass, and it is well to hold old traditions and stories, though told in a new country, for——

Here's to you as good as you are,
And here's to me as bad as I am,
But as good as you are and as bad as I am,
I'm as good as you are as bad as I am.

Napoleon's China

(Continued from page 99)

made his way from the island and entered France. His triumphant entrance, his glorious reception by the army which still idolized him and remembered him as the "little corporal," his arrival at the Tuileries and the flight of the Bourbons, form some of the most colorful chapter of the world's history.

It was at this period, before he had met his final defeat at Waterloo and before the English had exiled him to the rocky island of St. Helena, that while at dinner one night he distributed pieces of the china and other articles to those present as remembrances of the occasion. Napoleon apparently was traveling incognito at the time, for according to the story handed down in the Wolke family, J. G. Wolke, senator of Pommern, Germany, was the first to identify the emperor. For this service, Senator Wolke later was rewarded by the German rulers with the gift of a sword, elaborately decorated with silver and gold. Many years later, during an uprising of the people, all arms were taken from the citizens, this sword with the rest, so that of Senator Wolke's encounter with Napoleon only the china remains.

The dishes, a platter and a soup bowl, each bears the stamp, "La Severes," an almost priceless type of china. They have a high luster and have for ornamentation solid gold bands. The bowl has a gold band at the rim and also at the base, and the platter has a gold band, a border of gold leaves and tiny sprigs of gold leaves scattered on the surface. On the outside of the bowl and in the center of the platter is engraved the imperial coat of arms. Part of the design on the platter has worn off, but it is distinct on the bowl.

Where the dinner party at which the dishes were given was held is not known for certain, but Paris is believed to have been the location. Only a few months later, in October, 1815, Napoleon, after being refused refuge in England, was sent to St. Helena, where he died in 1821.

The dishes have been carefully guarded by the Wolke family and were brought to this country 19 years ago when Mrs. Hoke's and her brothers' father came here from Germany.

Clay Products Co. Has New Shapes

The Muncie (Ind.) Clay Products Co. is showing several new shapes in their Rainbow line of art ware, and featuring a number of new glazes. A line of lamp bases is also being featured by this concern this season in rose and lavender glazes.



A Happy Thought

Season's Greetings To Our Patrons

and thanks for their endorsement of our Policy, Honesty in Merchandise and Maximum in Service.

We will exhibit at
Hotel Sherman
Chicago, Ill.
January 18 to 30

Mogi, Momonoi & Co., Inc.

Importers of Japanese Goods

105-107 E. 16th Street New York, N. Y.

Do Special Sales Hurt?

(*Continued from page 128*)

pay cash or have the goods charged, as convenient, and we shall both be pleased."

Everyone will recognize that there is an element of fairness here. A person who has the use of an article from the beginning of the season will be willing to pay more for it than if he has to content himself with picking up a make-shift purchase at the end of the season.

This firm even goes so far as to talk of discontinuing these end-of-the-season sales, on the ground that this befogs the issue in the public mind, and may cause a real prejudice in a number of cases. They reason that good will is not built up by advocating a given policy strenuously for three months or six months, and then making an exception to it, backing water the last week of the period.

This concern is considering the advisability of weeding out such stock undesirables in a different manner. Goods which it is considered best to dispose of are likely in the future to be reduced in price quietly and without sale announcements, or else assembled and sold in job lots to smaller bargain hunting concerns.

It is a sure thing, that the public has been educated to look for these over-numerous sales. In the business district of one medium-sized city, a certain group of stores in a given line was listed for observation at the beginning of the season, and it was found that two sales a week were averaged throughout the three months of the special observation. That is, any person who wanted goods of this class had two chances per week of getting it, at a mark-down price. Some of the stores staged regular Saturday Sales, and others kept up a steady procession of buying events all the time.

We cannot blame the public for getting as much for their money as they can. Why should anyone pay a dollar on Friday for what he can buy for eighty cents on Saturday, if there is no emergency to compel haste? Isn't it wiser to price goods so that they will sell with reasonable alacrity, rather than accumulate?

On the other hand, there are those that do not agree with this policy. They consider it too conservative a course of procedure, likely to build up a reputation for monotonous methods. This is scarcely likely to be the case, if advertising is persistently and consistently done.

A long established store of fine reputation in a city in the Empire State recently reversed its policies, deciding to attract more attention through sales and lower prices. The first day of the big sale, at least 50,000 people came through the doors and $5,000 were taken in the first forty minutes.

Plans for the future include sales, which will attract people by giving them obviously fine values at low prices. The goods as far as possible are to be arranged so people can examine them, and in many cases handle them. And when a sale is announced, it is to be done in a manner distinctly novel, so as to attract attention. However, care will be taken not to use extravagant circus poster methods, for every effort will be made to convince the public that all statements are truthful, and that the firm will fully back up every such statement made. This is the other side of the special sale project. Whether we shall run them, or eliminate them from our program, should be a matter for careful consideration by the individual retailer, and by the community group of retail merchants.

Two points are well to keep in mind. One is, have the courage of your own convictions, as to what will be a winner in your locality and with your public. And second, have the courage to follow what you believe to be a business building program, even if it has not been tried before and is decidedly different. Possibly this new plan will be the very one that will put new life into your affairs.

Astbury's Discoveries

(*Continued from page 132*)

character, has opportunity of witnessing every process, and examining every utensil they employed. That on returning home each evening he formed models of the several kinds of implements and utensils, and made memoranda of the process until he ascertained that no further information was likely to be obtained, when he availed himself of a fit of illness to continue at home, and this sickness was represented as most maglignant to prevent any person from visiting him. After his recovery he was found so sane as to render him unfit to be employed. "Oh, most lame and impotent conclusion," the persons on whom he is said thus to have imposed were the brothers Elers, the Dutch potters, of Bradwell-wood. Now, supposing Astbury to have presented himself to these foreign manufacturers a few years after their settlement he must have been seventeen or eighteen years of age, but the story is made more absurd by stating that immediately after gaining his knowledge he set up business for himself. Now, Astbury was either born in Shelton or Burslem, and passed his life in the place of his birth, in a village, as it is sometimes called, with a population so small that at either of these places he must have been known to the whole neighborhood. Bradwell-wood is not more than four miles from the most distant of these places. The idea, therefore, of his being sane in one part of the neighborhood and an idiot in another is ridiculous. Sane to one set of friends and idiotic to another, the supposition is most absurd. But had Astbury been acting an idiot to some friends all his life, if not, there must have been some who knew the imposition he was practicing, and would not this have found its way to the Elers? Supposing most of the workmen employed by these foreigners to be imported from Holland, there must have been some English workmen amongst them. Or is it possible to suppose that they remained in the potteries years without making some friends that would have opened their eyes to the cheat that was being played. We must remember that in a sparsely populated district like this everybody knew his neighbor for ten miles round. And yet this story is believed. Thomas Carlyle says that men are mostly fools; but the French wit says better, "That the world was peopled by fools, and he who would avoid seeing one must lock himself up alone, and break his looking glass."



ATHENA

Latest Pope-Gosser Creation

Complete New Shape Combining

ART *INDIVIDUALITY* *UTILITY*

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Chicago, Ill.

Ed. F. Bokee
Baltimore, Md.

Himmelstern Brothers
San Francisco Seattle Los Angeles

Factory and Main Office—COSHOCTON, OHIO

The Pope-Gosser China Company

Specializing in High Quality Light Weight
Dinner Ware for over Twenty Years

The Yuletide Season—in Finance

By Bernard E. Marx
Expert Accountant and Analytical Auditor

WITH our wishes for a Merry Christmas we like to construe a useful thought. In a few days another year will come to a close and let us hope that it ends with a satisfactory Christmas season for all our readers. 1925 as a whole leaves us with many a regret; business wasn't all it could have been, but cheer up, dear Reader, it could have been worse. Now let's hope that 1926 will be a banner year in American prosperity.

Perhaps in drawing up your annual Profit and Loss statement your eye will be attracted by an expense item that is sometimes overlooked, but deserves the most serious attention:—Interest.

Do you know how much of your profits are paid out in excess interest? And here is my thought: "Give a little interest to the Interest. Don't be careless with your finances, cut down your interest expenditures and increase your profits. Don't work for the Financier, work for yourself. How simply it can be done if you just watch your Interest.

If we could buy and sell on a strictly cash basis and if we would keep our business dealings within the scope of our own investment we would really and truly pocket all our net profits. But we demand terms, extend terms, we enlarge our business beyond our own resources and borrow money—and pay dearly for its use in the form of interest. Interest is the profit the other fellow takes from you for financing your affairs. He is doubtlessly entitled to a reasonable rate because he takes his chances with the principal.

Now what is a reasonable rate of interest? The laws define it in many states. In New York, for instance, 10 per cent is called the legal rate.

In this article I do not refer to reasonable bank interest rates or Trade Discounts, the latter especially is a concession as an inducement for quantity purchases and is something the buyer is entitled to. It is a just deduction from the cost of purchased goods. The bank, of course, is also entitled to its legal interest for monies advanced in the legitimate pursuit of business.

I am discussing now the Financing interest you pay because in the course of your dealings your business suddenly requires, a financial uplift and you are willing to pay for the accommodation. Sometimes you intend to avoid bankruptcy and in 9 out of 10 cases you steer right into it. Follow the history of bankruptcy cases and you'll be amazed that many a trouble started when some "high finance" although well meant, was inaugurated. Don't fool yourself. The Financier is always safe; he demands Collateral in the form of assignments. It is you, poor victim, who pays the interest. At first you are lulled into a dream of security from which you sadly awaken when it is too late.

Just for an example I cite a case: A small manufacturer, doing a business of about $120,000 per year realized a net profit of 10 per cent before deducting his drawing account. In other words, his business yielded him under ordinary circumstances $12,000 per year.

Like every other progressive business man he dreamt of expansion, but realized his plans at a time when business suddenly fell off. His situation became alarming. He had to have money to pay his creditors and little money came in from the debtors. His stock couldn't be turned into ready cash as there was no immediate market for his wares.

At the crucial moment appeared the "Life Saver." At least the manufacturer thought so. A financing company was willing to advance monies on accounts Receivable this enabling the manufacturer to continue operations, pay up creditors and buy new materials. How sweetly it sounded. Only 10 per cent per month for interest and a measly sum of $5 per thousand per month for the accommodation. The initial fees for lawyer, etc., were to be $800 and with all formalities closed the manufacturer received 75 per cent of his assigned accounts Receivable in cash. This way $30,000 the manufacturer only thought of the blessing to pay up these bothersome creditors.

But let us study the cold figures and see what this beneficial arrangement cost the manufacturer in interest and how long he lasted. First, let me say, that under this apparently easy Credit and financing system no attempt was made to reduce the principal of the loan. As soon as some of the Collateral Accounts were paid up new sales bills were assigned and all surplus cash was turned into new stock.

The result:

For $40,000 Accounts Receivable he received $30,000. He paid annual interest as follows:

Initial expense	$800.00
$5.00 per month or $60.00 per year per thousand on $40,000	2,400.00
1 per cent per month or pag. per year on $40,000	4,800.00
Total	$8,000.00

This is about 27 per cent of the actual money received.

I said before that this manufacturer's net profit was about $12,000 per year. Under this financing arrangement this was reduced to $4,000. Another year would have wiped him out completely.

In this case the manufacturer woke up in time made a fair settlement with everybody concerned but was naturally left with only little capital to continue in business.

This is only one example. There are cases where the total interest charges amount to over 50 per cent. What is the answer? First of all: If your business only yields you $10 you cannot possibly and successfully pay ⅔ or more for interest. That is plain talk. To sacrifice

(Continued on page 166)

Fred C. Reimer Company, Inc.

49-51 Fifth Ave., New York, N. Y.

Distinct Individuality, is expressed in the many new additions to displays from the varied factories we represent exclusively in the United States and Canada

"Theresienthal Crystal"
Stem Lines
and
Fancy Pieces

"Krautheim"
Bavarian Dinnerware
New and Pleasing
Decorations and Shapes

"Schierholz"
Art Dresden Flower Goods
Lamp Bases, Center Pieces
In New Decorations

"Royal Dux"
Fayence and China Line
Exquisite and Pleasing
Bird Decorations

"Venitian Glass"
Artistic fancy pieces

"English Tea Pots"
Beautiful and New
Color Effects

"Burgess & Leigh"
English Earthenware
Dinnerware

"Domestic Pottery"
Lamp bases, artistic shapes
Beautiful Effects in Color.

Many new and attractive
novelty lines for Art and
Gift Departments

Fred C. Reimer and his staff
wish you a happy Xmas and
a prosperous New Year

Lines from the above Factories will be displayed at the

Pittsburgh Exhibit in Room 452, Wm. Penn Hotel

Jack Jonas—In Charge

American Toys Will Meet Larger Share of the Domestic Demand

"THE larger share of the domestic demand for toys and games will be met henceforth by the American industry than formerly," says the National Bank of Commerce in New York. "Furthermore," continues the bank in the November issue of *Commerce Monthly*, "the reputation established by the American toy industry for the production of durable and attractive playthings may enable us to maintain the export trade in toys recently developed against a revival of competition from European and Japanese sources. A generation ago domestic manufacturers supplied only about half of the demand of American children for dolls, games, toy trains and the myriad of other ingenious contrivances of the toy-maker's art. Today they enjoy an established position in the home market and a sizable export trade as well.

"Before 1914 German importations were those which gave the industry in the United States chief concern. On a value basis, 98 per cent of the dolls and parts imported in 1913 came directly from Germany, and, in addition, 84 per cent of all the other toys received in that year from manufacturers abroad were imported from the German Empire. The production of dolls' heads for this market was then virtually a German monopoly, almost the only dolls made in this country being of the well-known rag variety.

"The war cut off exports of toys from Germany and stimulated the local manufacture of toys in many countries where German firms had built up a clientele. The number of establishments in the United States grew from 290 in 1914, with a total product valued at $14,000,000, to 541 in 1919, making $46,000,000 worth of goods. Nevertheless, after 1917 Japanese firms began to compete actively for the share of this country's trade which Germany had previously controlled.

"The dominance of the local market by American manufacturers is having its repercussion in foreign centers which once supplied us annually with huge quantities of playthings. The great Thuringian toy industry in Germany, with its leading center at Sonneberg, is experiencing great difficulty in furnishing employment to its labor, principally as a result of the falling away of its export trade with America.

"Before the war the production of Sonneberg, Nuremberg and other toy districts in Germany was effected in large measure by the cottage-industry system. Since wages were low the industry was prodigal of hand labor and fashioned many novelties which factories in this country could not afford to produce. Many of the products were goods of recognized merit, but many also were insubstantial of the flimsiest construction. The same sort of organization prevails today.

"The recrudescence of German competition after the war affected adversely both American manufacturers and Japanese exporters to the American market, which has long been the best toy market in the world. German goods were ridiculously cheap to foreign buyers because of the depreciation of the mark in terms of most other currencies. Furthermore, the fact that the mark's internal value declined less rapidly than its external value aided German manufacturers in dealing with their domestic wage problem as well as in reentering lost markets.

"But the difficulties incident to stabilization of the currency after November, 1923, and greatly increased tariffs in the best consuming markets, particularly the United States, have combined to change the face of the German situation. Prices of many Thuringian goods have been too high to interest foreign buyers and the local market is limited at best."

Yuletide Season in Finance

(*Continued from page 164*)

66⅔ per cent of one's profit borders on suicide.

You will say: What shall I do when I am hard pressed? The plain truth is always the most simple method. If your business is conducted on ethical lines and misfortune should befall you, tell your troubles to your creditors. They want your trade and consequently will be reasonable and assist you. They'd rather give you an extension than let you go on your financing expedition.

There are also a number of very efficient and well known Adjustment Bureaus who specialize in giving creditors and debtors a square deal. They usually let in an advisory capacity to creditors and attain wonderful results in straightening out tangled finances without pushing debtors to the wall. Many concerns now employ these Agencies for Collections of overdue accounts. Settlements effected in this manner are more satisfactory than the drawn out process of bankruptcy procedures.

I mentioned only one of the many methods employed in making you pay a high rate of interest. There are all kinds of varied schemes in loaning money and to make you pay dearly in the form of interest.

You will perhaps ask: If the law provides for a legal rate, how can I be charged a higher interest rate? Doesn't the financing company transact an illegal business? Well, dear reader, the law has wonderful ways and byways—with plenty of the latter.

Your lawyer can tell you how it is done. It isn't my function to go into the legal phase, neither would this limited space permit it.

Just let me tell you again: Give a little interest to the Interest in the year 1926 and you'll be thankful to have followed my advice.

U. S. Glass Co. to Show New Lines

New lines which will be featured by the United States Glass Co., for 1926 delivery will be placed on display in the factory sample rooms, Liberty avenue, Pittsburgh, next week, it has been announced.

The House of Specialties

The
Rowland & Marsellus Co.
139 Fifth Avenue, New York
Between 20th and 21st Streets

Importers

CHINA
EARTHENWARE
GLASSWARE

Your Show Window Can Make or Break Your Store

Atmosphere in Displays Is Vital as Passerby Must Get Story on the Run

THE truly successful display man is the one who can arrange displays that will arrest the attention of even those who are just passing the store, according to L. A. Rogers, secretary of the International Association of Display Men.

In an address at the recent convention of the Pacific Coast Association he stressed the point that atmosphere was the prime factor in window displays because people of today move rapidly. They rarely have time to stop for long periods and inspect the display, unless they start out for that purpose.

One of the features of Mr. Rogers' talk was his collection of hundreds of slides showing good and bad windows.

"The show window can make a store or it can ruin it," Mr. Rogers asserted. "It can be the lodestone that magnetizes patrons to the front door, or it can be an invitation to stay out. It is the medium through which the public gains a knowledge of the goods that the store sells, the variety it has to offer; in fact, the very character of the store and its management are magnified by the way in which the merchandise is presented."

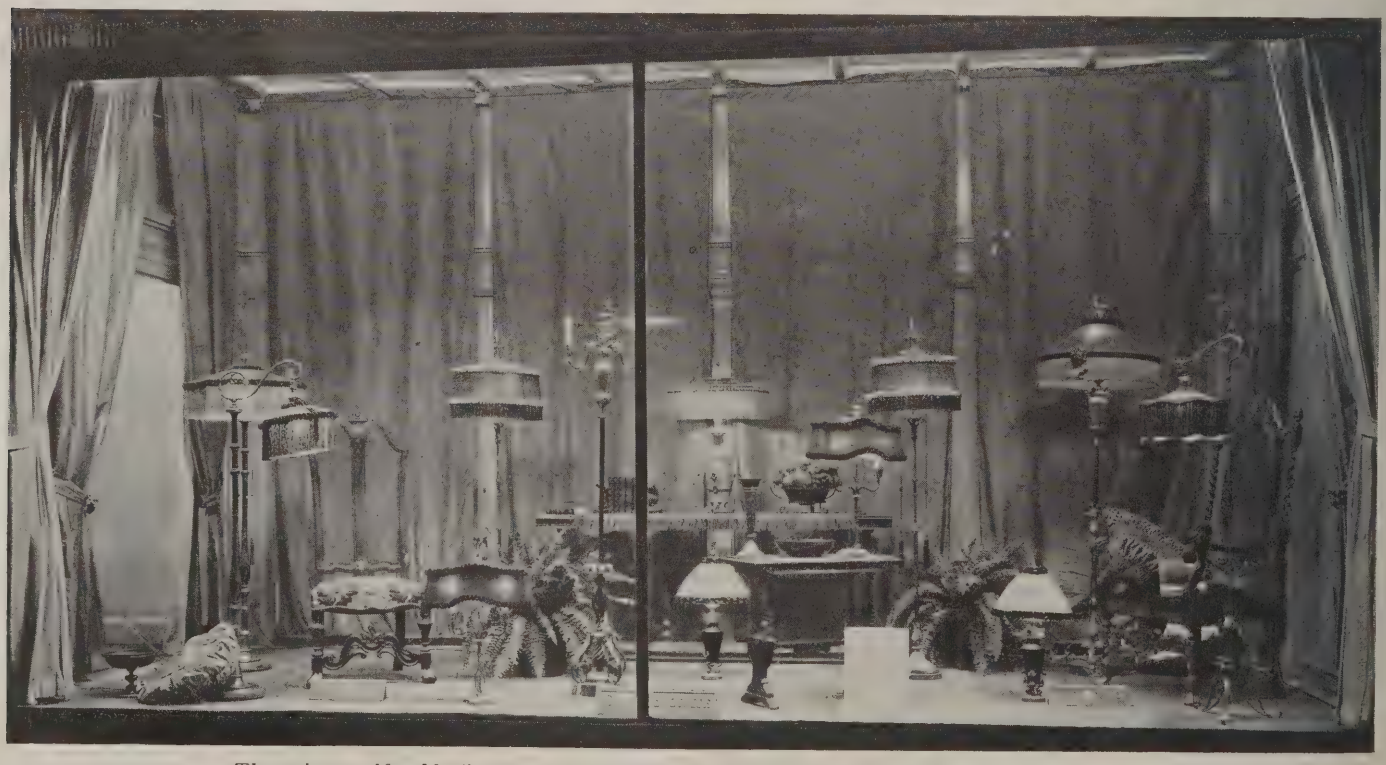
"I do not believe that the majority of retailers have much of an idea of show window advertising rates, meaning the worth of display space if it were for sale. The space occupied by a show card in the window display is worth $5 a month in comparison with the charges made for street car advertising. Comparing the cost of billboard advertising to that of window display space, the window is worth $10 a month just to have people pass by and glance at it.

"This is getting down to figures to give you some conception of the cash value of show windows, but these figures do not reveal by any means the real value of efficient displays, which are of much greater worth than these figures indicate. Window display circulation is one of the things that has been lost sight of in many instances. The number of persons who pass the store fronts of retail establishments and the real value of this circulation to the success of a business is seldom figured.

"Walter E. Hardy, of the Hardy Advertising Agency, recently said before the National Retail Clothiers: 'Circulation in window display is a valuable thing for retailers to study and act upon. Every merchant should count the number of people who pass his store for a week and maybe more and then find out just what rate he is paying the local newspaper per thousand families reached by his advertisements.

"If windows are worth so much in actual cash value, the average merchant can spend a lot more on his display than he is doing. He can put a lot more effort and time and money to utilize that $2,000 worth of advertising and selling space. The few dollars it costs for showcard writing and for window displays is insignificant compared with the advertising value of the show windows. You could spend $2,000 for newspaper space and use it just as white space. The pulling power and the value of that white space is determined by the amount of brains and the thought and expense you put into filling the space. I think more thought will be given in the future to the value

(Continued on page 170)



There is considerable "atmosphere" in this lamp display of Gimbel Brothers, New York.

Greetings

Old Days Live Again
Old Friends Greet Again
Old Songs Ring Again
At Christmas Time



Dinnerware Teapots

and

Fancy Lines

GOODS READY FOR DELIVERY
JANUARY 2nd

Look Them Over

ROBERT SLIMMON & CO.

IMPORTERS

96-102 CHURCH STREET, NEW YORK

Your Window Can Make You

(Continued from page 168)

of window display circulation value.

"When you want to determine the value of your show windows, hire a boy to count the passers-by for a week and then take your average and find out how many have passed in an hour. Divide that by five and you get your circulation equivalent to the circulation of your local newspaper. Find out what you are paying per page in your newspaper per thousand families reached and use that figure to multiply by the number of families that pass your window and you will know what your windows are worth in dollars and cents. It will vary in different towns. In the larger cities it will be worth a whole lot more than in the small town.

"A set percentage of gross sales cannot be applied to every store for its window display appropriation. Conditions vary. A store that uses its show windows as its only advertising medium should be more generous in granting a window display budget. It is a matter of record, however, that stores who use both direct-by-mail and newspaper space in addition to their windows, spend more on the latter."

Gill Bros. Glass Co. Building Sold

The two-story brick office building of the Gill Bros. Glass Co., at Franklin Avenue and the Panhandle railroad, Steubenville, O., has been sold to an interest identified with another line of trade. With the sale of this property, all of the holdings of the Gill Bros. Glass Co. have been disposed in Steubenville, but the company still has a property at Toronto, O. Many years ago this company was one of the largest producers of lamp chimneys in the United States, its product being then known as the "Acme Brand."

Cumberland Glass Manufacturers Benefit

Glass manufacturers in the Cumberland, Md., territory will be benefitted by the reduction in freight rates to the southern territory, which will become effective as of Dec. 19th. The reduction averages about 25 per cent and will open a new market to plants in that part of West Virginia manufacturing cut ware, as the former rates were prohibitive, it being disclosed that to many southern points, the freight rate on cut ware was higher than that charged by the Express interests. The new Cumberland territory rates will apply to shipments from Pittsburgh to all southern territory.



The above illustrations are reproductions of antique cut crystal originally made in Great Britain. The centre one in England fashioned by one of the Penroses, ancestor of the present Samuel and Townsend De Munn Hawkes, and the two outside ones, made at the factory of the old Waterford Glass Co., Ireland, from which concern the present owners of T. G. Hawkes & Co. inherit their artistic ability and cunning in cut crystal craftsmanship. They are carrying on in America the art of their forebears and thus does the United States, in its present industries, gain the advantage of old country blood with inborn traditional ethics, and combine therewith the progressive spirit that scions of emigrants of the last generation inject into their enterprises.


3004 9" VASE
3025 COVERED BOWL
3024 10" URN
FENTON ART GLASS
Introducing high class off hand Art Glass in colors never before offered to the trade—Karnak Red, Antique Green, Oriental Ivory and Turquoise Blue.
This line will add to your Prestige and Profit.
Shown in Room 643
Fort Pitt Hotel
Pittsburgh
DURING GLASS EXHIBIT
Also in the following sample rooms:
New York—Horace C. Gray Co., 5th Ave. Bldg.
Chicago—Lewis H. Simpson Co., 17 N. Wabash Ave.
Boston—H. P. & H. F. Hunt Co., 41 Pearl St.
Baltimore—Howard S. Bokee, 122 W. Baltimore St.
Philadelphia—Harry M. Bortz, 406 Van Dam Bldg.
Dallas, Tex.—Fred Kline, Sante Fe Bldg.
San Francisco—Pacific Housewares Co.
St. Louis—C. C. Mayer, 3829 Cottage Ave.
FENTON ART GLASS CO.
Williamstown, W. Va.
U. S. A.
3003 6" VASE
3010 7" Handled VASE
3027 CANDLESTICK
3028 FAN VASE
3015 Handled BASKET
3018 12" CANDLESTICKS
3026 11" FOOTED BOWL
6



The

Taylor, Smith & Taylor Co.

East Liverpool, Ohio

Introduces a New Shape

"Belva"

as illustrated

In twenty-five new distinctive decorative creations in highly colored patterns

On View at The Pittsburgh Exhibit
January 11th to 30th

W. C. Lynch in Charge

Representatives

Bryce Palmer,
2415 Brown St.,
Omaha, Neb.

E. H. Reel & Son,
308 Buttles Ave.,
Columbus, O.

D. D. Otstott, Inc.,
720 Santa Fe Bldg.,
Dallas, Tex.

Maus Stewart Co.,
Salt Lake City,
Utah

A. E. Shahan,
931-33 South Maple Ave.,
Los Angeles, Cal.

Bersback Malony Co.,
515 Tabor Block,
Denver, Colo.

Eastern Manufacturers Co.,
29 N. 5th St.,
Portland, Ore.

Sam E. Holden,
2814 Portland Ave., South
Minneapolis, Minn.

Wm. J. Kelly,
110 Thatcher St.,
Matapan, Mass.

Cecil E. Taylor,
Travelers Hotel,
East Liverpool, O.

L. F. Wille, Jr.,
1335 Main St.,
Cincinnati, O.



E. TORLOTTING, Inc.

35-37 West 23rd Street New York

Lines Now Stocked in

Cristalleries De St. Louis

(Founded 1767)

Also

Fancy Pieces of the Highest Type of Workmanship from

Gebrüder Lorenz

Steinschonau, Czecho-Slovakia

and

Hand Painted Pottery

from

Plateelbakkerij,

Zuid-Holland

Gouda, Holland





Justin Tharaud, Inc.

24 West 23rd Street New York

Importers

China *Earthenware*

Presents for 1926

Many New and Interesting Creations from the following factories:

L'Union Ceramique

Limoges
France

China Dinnerware—Fancy Lines

Royal Bayreuth

Tettau
Bavaria

Dinnerware—Short Lines

Myott Son & Co.

Hanley, Stoke on Trent
England

Earthenware Dinnerware

Sole Representative for the United States and Canada

Complete new sample lines will be ready for your approval January 2nd.



ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX
Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Merchandise Inventories and Stock Taking

This is the eighteenth installment of a series of Accounting talks on simple methods.

AMONG recent inquiries I withheld answering requests relating to stock taking as I had in mind to discuss this matter at a time when it would most likely command the attention of many readers. This time has now come. In a few weeks the majority of business men will be occupied with stock taking and many a puzzling situation will have to be straightened out.

Let us analyze the purpose of an inventory. At the end of a period or fiscal year we want to know if we had a gain in our business. All assets, excepting the inventory, as Liabilities, Income, Purchases and Expenditure, were recorded on our books throughout the year but the Inventory on the Ledger still remains the old figure set up at the close of last year's business. The new Inventory has to be supplied by actual count and calculation. If it is correctly compiled we can determine our profits accurately, but errors in our Inventory cause errors in our Surplus. If the Inventory is overstated, the profits are overstated. If we omit part of our stock, we show a smaller profit or perhaps a loss.

Thus it becomes a matter of great importance to state the Inventory correctly.

A few salient points must be kept in mind.

1. Merchandise received in Stock but not billed by the vendor at the close of your fiscal year must either be omitted from the Inventory or, if included, its value must be recorded through the Purchase Journal just as if it was billed.

2. Merchandise received on approval or consignment must not be taken in Inventory. A separate list should be made up of these items and checked up with the consignor.

3. Merchandise sent out on approval or consignment, being your property, must be included in the Inventory.

4. Merchandise sold and billed, but not shipped must not be taken in Inventory.

5. Merchandise in transit must only be taken in Inventory under certain conditions:

A. Incoming—If vendor's bill has found its way into your Purchase book, you must include its value in the Inventory.

B. Outgoing—If goods are on the way to your cus-

tomer, but are not yet billed, you must include them in your Inventory.

In brief, your Inventory must contain all Merchandise Stock, which, according to your own books of account, remains your property at the time of stock taking.

There are three permissible ways of pricing your Merchandise for Inventory purposes.

A—Cost.

B—Market value.

C—Cost or Market, whichever is lowest.

It is natural that the cost basis is the most logical and widely used method. In cases, however, where the entire stock has lost a great deal of its cost value, or, visa versa, increased its cost value owing to a general upward trend of market values, the market value method may be applied. By the same token, Cash or Market, whichever is lowest, may be used as a combination of the two described above. At any rate the method applied must be clearly described in the inventory and must be on such basis as can reasonably be argued with the Internal Revenue office, which is affected by the various methods of calculation in so far as, if the inventory is taken on a lowest than cash basis, your net profits and by the same token your Income Tax will be smallest.

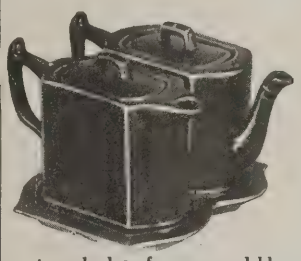
A manufacturer, when taking stock, has to consider the Cost of Labor, Material and other direct expenses incidental to manufacturing his wares.

He must therefore base his Inventory values on raw costs plus cost or expenditure incurred by him in manufacturing. There again he must differentiate between finished goods, goods in process, unfinished goods in the hands of sub-contractors and raw Materials. In either case his price marking must follow the same logical lines as applied to the pricing of manufactured goods bought for re-sale. Each item must represent the cost or market value including all component additions for Labor and Materials, etc., at the time of stock taking.

The actual method of stock taking is a mechanical operation. Its success depends largely upon a well planned method on the part of those responsible for it. You must keep in mind the purpose of Inventory and lay your plans accordingly. Stationery stores carry various printed and ruled forms for stock taking. Whatever form or size you choose or prefer, is suitable, provided that you don't slip up on your own method. For instance: The best form can't control the possibility of some one overlooking an entire portion of your stock.

If your stock is not large and kept in a comparatively small space, you are not likely to overlook anything. But if you have a large stock and possibly warehouses or floors in different localities your problem has to be met by carefully listing all premises to be included in the Inventory. You should prepare a schedule of each individual place and delegate one employee in each locality with the responsibility of turning over to you the complete stock list of the goods under his care. Your Shipping and Receiving Departments should furnish lists of goods in transit or in their care, but must only include such stocks,

Holiday Favorites and All-Year Sellers

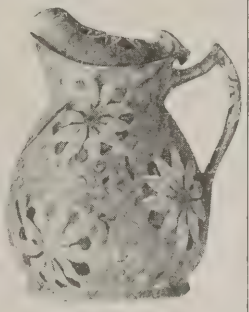


THE COSY SET

(3 pieces: Teapot, hotwater jug, and tray) is a gift item which is immensely popular with holiday shoppers. A wide color range — solid blue, tangerine, two shades of green, and blue, mulberry and brown mottled with gold trim,—has been a most powerful inducement to even the most critical customers.

THE UTILITY JUG

Drip proof and leak proof, with a self contained strainer and a patented lid which doesn't fall off while the liquid is being poured. Sponsored and profitably sold by the country's leading department stores and gift shops as the ideal receptacle for serving tea, coffee, milk, iced drinks, waffle batter, syrup, etc. In 17 popular patterns and colors, from 2 to 8 cup sizes.



RUSH YOUR LAST MINUTE, HOLIDAY FILL-INS. WE'LL SHIP PROMPTLY!

A. J. FONDEVILLE & CO.
24 West 23rd St. New York City

SPECIAL ANNOUNCEMENT

During the Pittsburgh Glass and Pottery Exhibit, our

MR. EDWARD REIWALD

will be at Wm. Penn Hotel, Room 436, exhibiting a

A COMPLETE LINE OF FONDEVILLE INNOVATIONS

including the two, well known items described above.

It will pay you to investigate the merits and extremely lucrative sales possibilities of Fondeville Wares.



which are actually your property at the time.

Finally, your office, your Purchasing Department or perhaps yourself, should enter the Unit prices, and extent and foot the totals.

It is advisable to keep Inventories of different Departments, kinds of Merchandise, or Locations, separate. The lists should be summarized on an Inventory Recapitulation sheet. There are various distinct advantages by this method, such as:

1 Knowing Stock values by Departments.

2 Knowing Stock values by Location for Insurance purposes.

3 Finding out if you are overstocked in particular lines.

4 Checking up on accuracy with Stock books.

As said above, an Inventory sheet may be any kind of a form, preferably one embodying the following headings and columns.

Headings:—Sheet No.—Date—Name—Department—Floor—Location—Inventory called by—Entered by—Priced by—Figured by—Examined by—Final Page No.—

Columns:—Stock No.—Description—Quantity—Unit Price—Extension—Total.—

They are self-explanatory, but you will observe under "Headings" a provision for Sheet No. and Final Page No. This is an additional safeguard against lost sheets or forgotten stocks. The idea is this: Number consecutively your entire supply of Inventory sheets and give out to your various Departments only as many sheets as they may approximately need for their Stock taking. Keep a record of the numbers given to each. Then make sure that all sheets, used or unused, are returned to you. You have then made sure that no sheets were lost in handling. Of course you have to weed out voided, spoiled or unused sheets and rearrange the remaining actual Inventory sheets in their respective order.

Then you re-number the sheets again under the caption: "Final Page No." allowing one or more numbers for the Recapitulation. You will then have your sheets in convenient and logical form ready to be stitched or bound for permanent Record.

After the entire Inventory is completed and reviewed and as further Readjustments or corrections need be made it is advisable to enter the following wording on its first page:

"This Merchandise Inventory of (Name) dated—was taken on a (Cost or market) basis and consists of—pages with a total value of $——."

The bookkeeper's function now consists of a Journal entry transferring the previous book Inventory to the closing account, called "Profit and Loss" and setting up the new Inventory as follows:

To Profit and Loss Account..... Debit $————
By Inventory, beginning of period...Credit $————
To Inventory, end of period ..... Debit $————
By Profit and Loss Account.....Credit $————

Explain:

To transfer Inventory at beginning of period to Profit and Loss Account and to set up Inventory at end of period

in accordance with actual stock taking of——, and as per Inventory sheets of same date:

If any reader wishes to receive further answers to problems on Inventories he should write at once and a reply will be made directly by mail, should the time not allow publication in this column before Jan. 1, 1926.

Uncle Sam's Exports Large

Domestic exports of china and porcelain ware from the United States, by countries for the month of October, 1925:

Countries	Table, Toilet or Kitchen Ware Pounds	Table, Toilet or Kitchen Ware Dollars	Other China and Porcelain Ware Pounds	Other China and Porcelain Ware Dollars
Belgium	—	—	—	—
France	—	—	—	—
Germany	250	75	—	—
Italy	50	51	—	—
Russia in Eur	—	—	—	—
Spain	—	—	—	—
Sweden	—	—	25	11
United King.	10	79	484	165
Canada	8,768	2,841	54,707	9,690
Brit. Honduras	—	—	67	11
Costa Rica	375	40	—	—
Guatemala	—	—	20	14
Honduras	—	—	252	55
Nicaragua	—	—	140	38
Panama	372	96	163	46
Salvador	66	65	—	—
Mexico	2,463	1,369	1,619	469
Newfoundland & Lab.	173	71	—	—
Bermuda	193	109	26	23
Jamaica	—	—	603	122
Trin. & Tob.	—	—	—	—
Other Br. W. In.	253	106	252	49
Cuba	16,929	7,576	2,872	1,084
Dom. Republic	429	153	97	69
Dutch W. Ind.	—	—	—	—
Haiti	—	—	465	82
Vir. Is. of U. S.	234	56	220	44
Argentina	180	90	—	—
Brazil	—	—	—	—
Chile	—	—	36,216	3,735
Colombia	71	22	90	15
Ecuador	—	—	—	—
Brit. Guiana	—	—	—	—
Dutch Guiana	—	—	—	—
Peru	1,584	399	—	—
Venezuela	280	87	548	58
Brit. India	110	27	260	176
China	386	115	20	20
Java & Madura	—	—	—	—
Other Dutch E. I.	50	17	—	—
Hongkong	—	—	—	—
Kwangtung	—	—	—	—
Philippine Is.	3,011	1,614	—	—
Russia in Asia	50	30	—	—
Australia	—	—	11,214	2,341
New Zealand	—	—	32	25
Other Oceania	55	14	—	—
Brit. S. Afr.	—	—	40	69
Other Port. Afr.	900	73	—	—
Total	37,242	15,175	110,432	18,411

Shipments from the United States to Non-Contiguous Territories:

	China and Porcelain Ware Pounds	China and Porcelain Ware Dollars
Alaska	2,490	1,648
Hawaii	32,416	6,250
Porto Rico	97,180	16,060

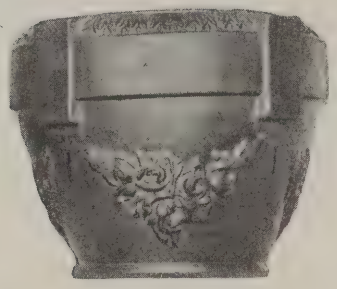
Have you sent Peter Potter a Suggestion?

Do You Remember——

AT THE LAST *GLASS SHOW*..
THERE WAS A VERY SMALL ROOM.....
WHICH CONTAINED BEAUTIFUL STEMWARE.....
"CAMBODIA" AND "NILOTUS" AND MANY OTHER SHAPES..
AT THE *COMING* SHOW.....
THE ROOM WILL BE LARGER AND THERE WILL BE ADDITIONAL LINES.....
NEW SHAPES—NEW ITEMS...
EVEN LOVELIER THAN BEFORE.....
AND THE PRICES WILL BE RIGHT.....
THERE WILL BE CRYSTAL GLASS.....
AND AUTUMN GOLD.....
AND SPRINGREEN — AND BURGUNDY.....
PLAIN — AND OPTIC — AND CRACQUELLED.....
NEEDLE-ETCHED — AND CUT
PLENTY TO INTEREST YOU..
MAKE NOTE OF THE ROOM NUMBER.....
FOUR HUNDRED AND FORTY TWO.....
AT THE FORT PITT HOTEL...
AND GO THERE EARLY.....

Utility Glass Works, Inc.

Lonaconing, Maryland



While at the Pittsburgh Show Don't Fail to Visit Our Display

To Our Patrons:—

We extend to you a cordial invitation to visit us at the 46th Annual Glass & Pottery Exhibit in Room 696 of the Fort Pitt Hotel at Pittsburgh, Pa., January 11th to January 30th.

New Shapes, new Designs, new colors, in Vases, Jardinieres, Etc., and also our regular lines of decorative and Garden Pottery.

The Zane Pottery Co.
South Zanesville
Ohio

The
S. A. Weller Co.
Manufacturers of Pottery
Zanesville Ohio

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The Globe China Company
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Refined Colonial and Plain Shapes
Beautified and Adorned with Exclusive
Decorations of Artistic Design

OUR SPECIALTY IS DELIVERING TO
OUR CUSTOMERS WHAT WE
SELL THEM

A FULL DINNERWARE LINE OF
HIGH GRADE
SEMI-VITREOUS PORCELAIN

WARWICK VITRIFIED CHINA

The Aristocrat of American China



Underglaze and Overglaze Decorations of Merit
A Body and Glaze Unsurpassed for Service in Use

A FEW OF WARWICK'S MANY USERS

NEIL HOUSE, Columbus, O.
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HOTEL SOUTHERN, Baltimore, Md.
POOR RICHARD CLUB, Philadelphia, Pa.
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WRITE FOR CATALOG

WARWICK CHINA COMPANY

WHEELING, W. VA.

C

The Cambridge Glass Company

Cambridge, Ohio

Cordially invites the trade to view their exhibit at the Pittsburgh Show

Room 728—Fort Pitt Hotel
January 11th to 30th

Our 1926 line to be shown for the first time in Pittsburgh introduces some delightful surprises.

E. W. Hammond

10 West 23rd Street
New York

Representing . . .

The Knowles Taylor & Knowles Co.
Makers of the Coronado Dinnerware Shape

The Jeannette Glass Co.
Makers of Pressed Glassware

The Dunbar Flint Glass Co.
Makers of Blown Glass Specialties

Greetings

At the close of another very successful business year, we still find our greatest asset is the good-will of our patrons; and we shall ever strive to be always deserving of it.

FERDINAND BING & CO'S Successors
67-69 Irving Place ***New York, N. Y.***

PARIS FLORENCE MADRID BERLIN GOUDA BEIRUT

Pacific Coast Representative: HENRY C. HUBLEY, Transportation Bldg., Los Angeles

E. W. HAMMOND

10 West 23rd Street NEW YORK

Gold Encrusted Glassware

Many Buyers looking for super merchandise for sale purposes have been supplied by us. . .

We are in a position to offer new and special features for 1926.

We hope to be able to serve you

Line on display at the
FORT PITT HOTEL, PITTSBURGH, Room 1143
January 11th to 30th

The Season's Greetings

L. D. Block & Co.

MANUFACTURERS
IMPORTERS AND EXPORTERS

37-41 East 18th Street
New York

Flogel Decorating Works

R. H. Flogel, *Proprietor*

129-131 Fifth Avenue, New York



Encrustations **Silver Deposit**

Decorations

THE oldest concern in the business decorating glassware, we have done work for many of the finest retailers in the country and are proud to refer to our record and the satisfaction we have given.

These same concerns we have also pleased with our rich encrustations and other decorative treatments on china.

We are prepared to decorate or supply the trade with any of the following lines: Stemware, Salad Plates, Lettuce Sets, Chop Sets and Fancy Articles in glassware—together with Place Plates and other high-grade pieces in china.

Special Designs Can Be Created on Application

Our Services Are at Your Disposal

GLEASON-TIEBOUT
GLASS COMPANY

MANUFACTURERS OF

Lighting Glassware

BROOKLYN, N. Y.

MEITO CHINA

"MEITO-CHINA"

MANUFACTURERS
OF

DINNERWARE
FANCY CHINA
PLAIN WHITE CHINA

The Nagoya Seitosho, Ltd.

SALESROOM: 200 FIFTH AVENUE, NEW YORK CITY, U. S. A.

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Ceramic Manufacturers **when in need of materials and supplies appreciate** ***promptness in delivery.***

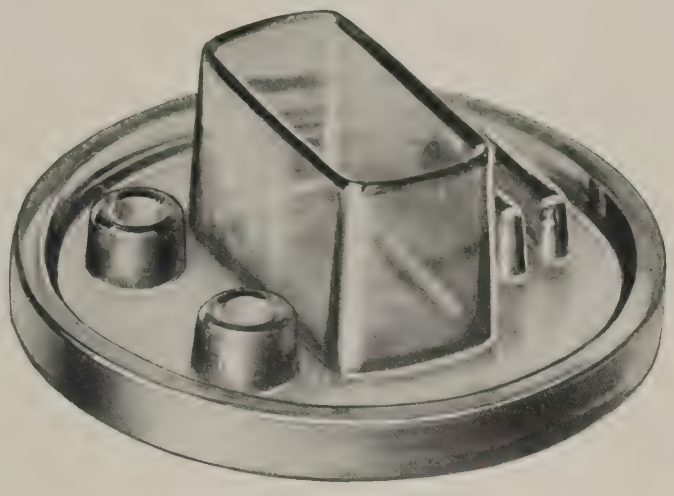
We Specialize In

American Ball, Sagger and Wad Clays; Feldspar Bitstone Imported and Domestic Whiting; Pennsylvania Fire Brick and ground Clays.

We manufacture pins, stilts, spurs and tile for decorating kilns and saggers—for carlot and less than carlot shipping.

THE POTTERS SUPPLY CO.

East Liverpool ∴ Ohio



9354 Combination Smoker's Tray

A new item that combines into a single unit ash tray, cigarette holder, two snuffers and a match holder that accommodates either box or paper matches. Made in black, green or blue, satin finish, to retail at about $1.00 and in bright finish at about 75 cents each, packed in individual pasteboard box.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

"Lamps of Phoenix Quality"

We cordially invite your inspection of our new 1926 line which will be shown in

Room 785 Fort Pitt Hotel Pittsburg

January 11th to 30th

The Phoenix Glass Co.

Manufacturers of Illuminating Glassware

New York
Pittsburgh

Chicago
Boston

Our resident and consulting designers have worked for months on new items that will be shown for the first time in January.

See Our

NEW LINES

on display during the entire Annual Glass and China Exhibit, Room 740, Fort Pitt Hotel, Pittsburgh, January 11th to January 30th. You will receive a cordial welcome.

Mr. Norton C. Boyer and
Mr. Arthur L. Reber in charge

ECONOMY GLASS CO.

Manufacturers of
HIGH GRADE GLASSWARE
MORGANTOWN, W. VA.

HERE IT IS!

We know you want our individual, economical

Sanitary Sugar Bowls

In 3 Sizes



for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.

We guarantee these bowls as represented.

Write for Catalog and Prices

The Sanitary Sugar Bowl Co.

Successors to Schoenheit and Pierce
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6230 Penn Ave. Pittsburgh, U. S. A.

D. KING IRWIN

presents

Facts for Buyers

CRYSTAL is the term used to define the finest in dainty lead blown glass. Modern taste has added color in great variety. Only the ability, ingenuity and resources of a great plant can meet such a demand. ECONOMY stemware, vases, pitchers and beverage containers and an endless variety of table and home beautifiers are to be had in crystal, color, with decoration and without. Withal staple glass is not sidetracked or neglected. Hotel equipment.

ECONOMY GLASS CO.
MORGANTOWN, W. VA.

STAPLE GLASSWARE makes a constant steady stream of repeat business for your department, if properly selected from a line properly made and priced. Even an insignificant item may add materially to your year's business. Numbers of such items, and in addition novelties and special sale items in color and crystal are made by

THE PADEN CITY GLASS MFG. CO.
PADEN CITY, W. VA.

DINNERWARE can create for you a lasting and growing asset, in proportion to the amount of satisfactory ware you sell. Goods which your customer admires more when she opens her purchase at home than she did when selecting from your display are what you need. NATIONAL QUALITY creates good will for you by the constantly growing appreciation of its users.

NATIONAL CHINA CO.
SALINEVILLE, OHIO

HOTEL CHINA must satisfy the sense for the artistic. It must in many services whet the jaded appetite by its daintiness. Yet it must withstand shock and buffeting, abrasion and often actual abuse. No other product is required to meet such extremes. IROQUOIS CHINA VITRIFIED is the product of a modern factory and an organization striving constantly to meet these requirements.

IROQUOIS CHINA CO.
SYRACUSE, N. Y.

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Suites 315 - 317

200 FIFTH AVE., NEW YORK



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COLOR PRINTING—

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The Steidinger Press, Inc., is in a position to render quality and service in planning and developing an entire sales or direct mail campaign...We specialize in color work from the making of copy to the completed insert, booklet, folder, display, etc. Faithful reproductions of your product, whether an antique or a piece of modern pottery, will create a demand and stimulate sales.

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Chicago

—recognized as a leading Educational Center for Arts and Sciences, is likewise an important Commercial Center for Art Merchandise, including china, glassware and lamps.

The following pages are devoted to the Pottery, Glass, Housefurnishing, and Lamp Trades of Chicago.

Written and prepared by our
Chicago Representative
J. H. SMYTHE, Jr.



Chicago Retailers Have Big Year

Wholesale Trade Shares in General Prosperity in Mid-West in period of increased sales. State Street does $300,000,000 in retail sales

THE recent inventory of business in Chicago conducted by the Chicago Association of Commerce brought to light the significant fact that seven blocks of State Street, between Randolph and Van Buren take in $300,000,000 annually. The Chicago loop, generally considered the greatest retail district in the world, is the rock upon which Chicago's merchandising scheme is built.

With such a ponderous amount of retail sales confined to one small area, not taking into consideration twenty outlying retail business districts and the big volume of mail order sales, it may be readily understood why Chicago's sales of dinnerware, china, glassware and allied lines aggregated more during the past year than ever before in history.

The many outlying business districts scatter about Chicago, with their numerous department stores, furniture and general retail establishments have made greater headway during the past year than ever before in spite of the big sales turned on State Street. Because no accurate check of sales has been made in the outlying district, the growth of this business must be estimated by the number of new retail establishments springing up from day to day to serve the community neighborhoods.

A real check of Chicago's merchandise sales could not be taken unless the mammouth mail order houses were taken into consideration. Chicago's mail order sales are nothing short of startling. To give an idea of the volume of business done by mail, the total sales of Montgomery, Ward & Co. for the first eleven months of this year were $161,306,980, while the sales of Sears, Roebuck & Co. for the same period will outstrip those by about $100,000,000. Thus two mail order concerns in Chicago will do over $500,000,000 in one year.

While the loop and outlying retail sales, coupled with the mail order sales make a most impressive showing for Chicago business, it is merely an indication of the crockery and glass trade which, to check by classes of merchandise, would be an impossible task. Sufficient to say, however, the china and glass trade of Chicago, both wholesale and retail, receives its fair share of the total sales.

A canvass of the manufacturers representatives located in the Chicago market indicates that June and July were the only months during the year just closing that could be termed "slow." For the balance of the year, a most satisfactory and normal business was transacted, which included an average natural year-to-year increase.

Colored glassware continued in popularity, regardless of the fact that hundreds of lines of colored ware have found their way into the ten-cent stores. Etched and light cut tableware were still in favor with the public, while the heavy cut glassware remained a decidedly hard item to move from the retailers shelves.

Many new dinnerware patterns have been sold in Chicago during the year, with the volume of sales on the "old reliable" open stock patterns continuing to hold up well according to local retailers. Fancy china pieces were again in vogue for ornamental pieces and for use in connection with lamps.

One thing that has marked the glassware business of Chicago during the past year, has been the increase in the number and size of glass decorating establishments in this city. While most of these concerns are concentrating their efforts upon boudoir glassware embellishing it with enamel decorations, they have nevertheless bought a good volume of clear glassware for their purposes.

Lighting glassware has not had a big year in spite of the record-breaking building activities in the middle west. The styles of lighting fixtures now being installed in new homes call for more metal and less glass, tending toward the ball and the candle fixtures. This has cut deeply into the sales of globe and inverted bowl fixtures.

The lamp manufacturers generally have had a good year. As early as August first a number of the lamp making establishments had booked enough business for Fall delivery to keep their factories busy for the balance of the year.

The peak in wholesale sales was reached in Chicago about Oct. 15 and from that time on the buying in a wholesale way became smaller. The last two weeks in November were comparatively quiet, but early in December there was the usual rush for immediate delivery goods, where buyers found that they might run short before the Christmas trade had run its course.

With an eye to the future, Chicago manufacturers and manufacturers representatives are expecting a most active year during 1926. There is nothing but optimism among members of the local trade at the present time. The year, in their estimation, will open up with a rush of buying.

According to an announcement of the National Brotherhood of Operative Potters, President Coolidge will be invited to attend next year's reunion of that body at Meyers Lake, Canton, Ohio, on Saturday, June 12. The invitation will be extended to the President by Congressman Frank Murphy, of Steubenville. That every effort will be made to have President Coolidge attend is evinced by the fact that Senators Willis and Fess and William Green, president of the American Federation of Labor, will use their influence in having the Chief Executive attend.

Atlantic Import Corp.

YOU are Invited to Inspect New Arrivals in Glass and China Specialties, Boat Models, Bobeches, Prisms, etc., as well as the Products of American Glass Manufacturers Represented by us, at our Salesrooms.

"Market Event" Feb. 1 to 13, 1926.

Helm & Soukup

17 N. Wabash Ave.

Chicago

Shops Building

Chicago Has Four-Ring Circus for Buyers

Thousands to be Attracted to Chicago's Four Merchandise Exhibits Scheduled for Early 1926

CHICAGO has covered itself with glory in the matter of merchandise exhibits on more than onen occasion in the past, but never before have the buyers of the country been invited to select their Spring requirements from so many organized trade exhibits.

The January-February performances, prepared for the exacting tastes of buyers, will, in effect, be a huge four-ring circus, with each ring holding out some unusual spectacles to attract the attention of the visiting merchants, as well as to bring them into Chicago.

From the buyer's standpoint the various Chicago activities early next year hold forth an abundance of buying opportunities, and furthermore allow the buyers a wider range of date selection as well as giving them a finer grouping of merchandise more suitable to each one's individual requirements.

Taken in their chronological order the four exhibits are: January 18 to 30 the National Housewares and Homefurnishings Exhibit at the Sherman Hotel; Feb. 1 to 8 the China, Glass & Gift Association exhibit at the Sherman Hotel; February 1 to 13 the Chicago Glass, Pottery, Lamps and Housefurnishings Association in the local permanent show rooms, and February 1 to 13 the Eastern Importers and Manufacturers at the Palmer House.

In addition to the above events, which constitute Chicago's Big Four-Ring Circus, the Semi-Annual Furniture Market and the Semi-Annual Lamp Market will be in full sway as important side shows for the china, glass and housefurnishings buyers to visit during January.

Analyzing the various exhibits it will be found that each has its particular appeal and the merchandise shown will be of varying types according to the show in which it appears. The first event the National Housewares and Home Furnishings Exhibit will lean heavily to housefurnishing items such as kitchenware, woodenware, appliances, etc., with a scattering of pottery, glassware and lamps.

The China, Glass and Gift Association exhibit, as indicated by its name, will interest those who buy dinnerware, glassware, pottery and art and gift goods. This show will have a big appeal to those buyers who want to see a wide collection of this merchandise under one roof.

The Chicago, Glass, Pottery, Lamp and Housefurnishings Association, formerly the operators of the Hotel Congress Shows, will confine their exhibits to the Permanent Chicago Showrooms, where the manufacturers' representatives, and branch offices of factories, maintain they will be able to show far more complete lines than they could in a hotel show. Furthermore, it is their aim to acquaint the buyers of the country with the year-around buying facilities offered in Chicago. This exhibit will include most of the important glass and china factories of the country, showing through their permanent Chicago representatives in their Chicago headquarters.

The Eastern Importers and Manufacturers who will show their wares at the Palmer House in February, will include in their ranks the fancy wares made in Europe and imported by eastern houses, as well as manufacturers of china, glass and art goods made in the East.

While no one exhibit will rival the big shows held in former years at the Congress Hotel, there will be in the aggregate, more lines of merchandise on display in Chicago during January and February than ever before in the history of the local trade. Variety and extent of lines will be far greater than in former years, according to advanced announcements of what the makers will have on display.

Chicago will be a mecca for buyers early next year—and logically so, for no buyer interested in china, glassware, lamps or housefurnishings can figure he is giving himself and his firm a fair deal unless he arranges to be in Chicago for these exhibits.

Partial list of exhibitors at the show of the China, Glass and Gift to date, Dec. 8, 1925. February 1-6 at Hotel Sherman:

Art Industries, Inc., New York, N. Y.; Art Metal Studies Chicago, Ill.; Arts & Crafts Studio, Montclair, N. J.; Atlantic Refining Co., Philadelphia, Pa.; Bagby-Howe Co., Louisville, Ky. Baltimore Clipper Importing Co., Baltimore, Md.; Henry S. Beach El Paso, Texas; Beardsley Studio, Chicago, Ill.; Julius Beckhard Co., New York, N. Y.; Louis Bierfeld Co., Chicago, Ill.; Wm Bright, Wilmington, Del.; Chicago Gift Market, Chicago, Ill. Chino & Co., Chicago, Ill.; Cliftwood Potteries, Morton, Ill. Colonial Candle Co., Kyannis, Mass.; Colonial Lamp & Fixture Works, Chicago, Ill.; C. M. Coopersmith, Chicago, Ill.; Cowan Pottery, Rocky River, Ohio; Daycraft, Inc., Springfield, Mass. Decorative Linen Co, New York, N. Y.; Decorative Plant Co New York, N. Y.; Dooner-Logan, Chicago, Ill.; East India Art Co., Los Angeles, Cal.; Marshall-Field & Co., Chicago, Ill. Francois, Inc., Wilmington, Del.; Frankhart, Inc., New York N. Y.; Gifts Co, New York City; G. Granata & Co., New York N. Y.; Hansen Trading Co., New York, N. Y.; Haven Co., Chicago, Ill.; Helburn Bros., Toledo, Ohio; J. A. Hettler, New York City; Industrial Trading Corporation, Chicago, Ill.; Ira A. Jones, Inc Chicago, Ill.; Krielkraft Studios, Sheboygan Wis.; L. V. L. Candlestick Co., Minneapolis Minn.; Henri Lavallard, New York, N. Y. Manhattan Novelty and Gift Co., New York N. Y.; Manufacturers Sales Service, Chicago Ill.; Marvel Decorating Co., Valparaiso, Ind. Mathilde, Kansas City, Mo.; E. M. Meder Co Chicago, Ill.; Moe-Bridges Co., Milwaukee Wis.; E. A. Muth & Son, Buffalo, N. Y.; Mutual China Co., Indianapolis, Ind.; North Side Statuary Co., Chicago, Ill.; Norwood Co., Cincinnati, Ohio; W. C. Owen, Inc., Chicago, Ill. Pacific Importing Co., Seattle, Washington Pickard Studios, Chicago, Ill.; Phoenix Co Chicago, Ill.; Harper J. Ransburg Co., Indianapolis, Ind.; Rapaport Bros., Chicago, Ill.; W. C. Redmon Sons & Co., Peru, Ind.; A. L. Ree Co., New York, N. Y.; Regal Art Co., Chicago, Ill.; Percy M. Rose, Chicago, Ill.; Rubalto Studios, Chicago, Ill.; Mary Ryan, New York, N. Y.; John B. Salterini, Chicago, Ill.

(Continued on page 202)



Hotel Sherman—Chicago.

See The 1926 Bowman Lines

Now Ready for Your Inspection in our

Chicago Show Room

Shops Building
17 N. Wabash Ave.



THE Most Interesting Assortment that we have offered in our more than fifty years in the trade. Embodying all that is New in Dinnerware, China, Glassware, Lamps, Aluminum Sets, Toys and Novelties.

WE especially call your attention to our White China Department offering the decorators a choice of hundreds of domestic and imported items.

BOWMAN Representatives visit many countries of Europe in quest of new merchandise, and our own factories are always busily engaged in bringing out wares that appeal to the public.

THE 1926 Offerings will be well worth your careful attention, and they will all be assembled for your convenience in our permanent show rooms.

COME IN DURING THE MARKET EVENT
FEBRUARY 1 to 13

THE GEO. H. BOWMAN CO.

CLEVELAND, OHIO.

Wieboldt's Have Efficient China and Glass Departments

Third Department Store Added to Company's String Indicates Success of Enterprise

THE china and glass sections of the Three Wieboldt Stores are a splendid example of excellent department store retailing. Merchants are only beginning to realize that this department is one of the most important in the store, it is managed efficiently, and featured as it should be featured. For several years the Wieboldt organization has made a special effort to push this department, and the splendid success resulting, rather speaks for itself.

The china and glass sections are large and attractively designed, with rather more space than the usual sections of this type. The counter and department displays are arranged to show to best advantage the newest showings in the department. During the several months preceding Christmas, special advertising efforts in newspapers and in the department itself are made—with the gift idea played up extensively. The unusually large amount of advertising which is done by the Wieboldt stores has helped, in general, as people are becoming more familiar with the importance of this department through merely visiting the store. The regular Dollar Day, of which Wieboldt's were the originators, is held every Tuesday, has regularly built up an exceptional volume of business, for on that day, usually special items are featured.

The china and glass sections are handled with the idea of both quality and quantity turnover. During the past several years the trend of the stores has been to rather a better class of trade, and this has naturally resulted in a greater volume of this type of business, the biggest factor of all being in the very attractive appearance of the department. Many shoppers who are merely passing through the department, are attracted by its charming beauty of design and furnishing, and stop to admire—later to buy.

The Three Wieboldt Stores are the only group of stores of the type in Chicago—operating three stores under one management—the same group of buyers serving the three. They are unique in that each of the group is an exact representation in merchandise and price of the other. The items that are advertised in one store are also featured in the other two. The newest of the group—The New Mid-West Store—is most elaborate and has perhaps the most attractive department of the type of the group.

During this season, the volume of Christmas business has been exceptionally large—with the gift sort of items especially in demand. Dainty little items, and attractive tea sets are of much importance, and have been advertised especially.

The Gift Shop, which is a part of the department, is one of the most active in the entire store. Here are dainty little pieces and all of the gift type—that are most popular.

The real factor in the success of the entire sections are first, the appearance of the department. This is important because it first attracts the customer, and particularly with the better class of trade, is this true. Then, featuring a certain type of items and those consistently. People are accustomed to buying a certain type of goods and naturally they continue to prefer this sort.

Christmas business doesn't make itself, though, and while at this time in the year there is naturally an enormous volume of business, greater efforts are made to increase this. Dainty decorations in the department add to the effect and to the holiday atmosphere.



The China Sections of the Wieboldt stores are truly examples of just what can be done—by persistent effort and the featuring of the merchandise that will sell.

These factors, and the large advertising efforts of the company, have built up a volume of business that ranks as one of the largest in retailing anywhere, and promises an even greater volume in the future.

The recent opening of Chicago's newest department store—the New Third Store of W. A. Wieboldt & Co.—is an important forward stride for "out-of-the-loop" business.

The store is one of the three large department stores operated by the Wieboldt organization in Chicago, the West Town Store, opened 42 years ago with the founding of the company, the North Town Store, opened

(Continued on page 202)

Our
New Plain Shape the

"AFTON"

Will be on Display in Room 694

FORT PITT HOTEL, PITTSBURGH

DURING THE JANUARY SHOW

A pleasing practical Shape in a wide variety of Decorations

... ALSO THE ....

GLENCOE SHAPE :: LINCOLN SHAPE
PLAIN FANCY

These together with the cable line make an attractive jobbing and department store proposition

MAY WE HAVE THE PLEASURE OF A VISIT FROM YOU?

ILLINOIS CHINA CO.
LINCOLN -:- -:- ILLINOIS

Field Museum Offers Information on Rare Pottery and Glass

THE CHICAGO FIELD MUSEUM not only has some of the finest displays in the world, but the men in charge of various departments are the best obtainable. The accompanying article was compiled through the help of one of these men, Dr. Berthold Laufer, a well known anthropologist and Orientalist. He has been a member of numerous expeditions to Tibet and China. He is a member of a score of Societies of his studies in all parts of the world, and is author of many books and over 140 papers relating to ethnology, archaeology and philology of the East. **The Editor.**

A RAMBLE through the impressive halls of the Chicago Field Museum, teeming with its ancient lore and modern art, would more than repay the dealer in crockery, glass and allied lines. The ancient pieces of crockery and glassware of the old East offer an excellent opportunity to study the origin of the modern industries. The designer looking for new ideas can likewise use the fundamentals of the ancient objects in his line to create modern objects of art.



The Chinese became well acquainted with glass at about the time of the Christian Era, but did not learn how to make it successfully until the fifth century. During this period they found materials to make glass excelling in color and brilliancy any brought from the West. This of course was instrumental in making glass much cheaper in China.

Although the Roman glass was much superior, China always preferred its own ceramic wares. Chinese ceramic wares have continuously developed from the rudest origin. They long knew of blowing, pressing and casting into moulds, but by cutting, and especially by deep chiselling and undercutting of pieces made of several layers of different colors, China created its most original productions.

The Chinese originated *faience* and although Europe copied it in 1708, it fell far below the original. Porcelain, known and imitated for centuries, was also invented in China.

Pottery was doubtless the earliest material used for meal offerings and libations of wine in ancestral worship. Pottery figured in many ancient customs and offered a mode of expression.

In figure No. 1 is a glazed pottery quadrangular jar shaped into the ancient image of the deity Earth. It is decorated with the eight-mystical trigrams formerly used in divination, brought out in panels sunk into the surface.

(Continued on page 202)

THE New Things for the coming year in pottery, glass, lamps and housewares will be shown commencing January 2nd in our permanent display rooms, where we represent the following makers:

Canonsburg Pottery Co.
Canonsburg, Pa.

Mercer Pottery Co.
Trenton, N. J.

Paden City Pottery Co.
Paden City, W. Va.

F. S. Lowery Pottery Co.
Roseville, O.

Maryland Glass Co.
Cumberland, Md.

Jeannette Glass Co.
Jeannette, Pa.

Ebenezer Glass Co.
Ebenezer, N. Y.

Muncie Clay Products Co.
Muncie, Ind.

Perfect Glass Co.
Cameron, W. Va.

Buckeye Aluminum Co.
Wooster, O.

Peoria Metal Specialties Co.
Peoria, Ill.

Goshen Stamping & Tool Co.
Goshen, Ind.

Rockford Peerless Furniture Co.
Rockford, Ill.

Continental Silver Co.
New York, N. Y.

Buffalo Manufacturing Co.
Buffalo, N. Y.

Schaffer Tin Ware Co.
Brooklyn, N. Y.

Don't fail to see the above lines in Chicago during "Market Event," Feb. 1 to 13, 1926

E. M. MEDER COMPANY

Direct Factory Representatives

17 N. Wabash Avenue **CHICAGO** **Room 401, Shops Bldg.**

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

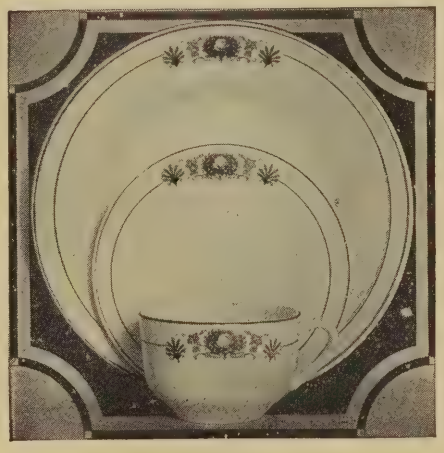
Chicago Department Stores Stay Open Late to Accommodate Shoppers

The crowds of Christmas shoppers flocking to Chicago's loop department stores last week have made it necessary for these stores to stay open a few hours longer daily until Christmas. The Davis Co. opened at 9:30 and closed at 9:00 o'clock; Carson Pirie Scott & Co. stayed open until six and the The Fair until 9:00 o'clock. Many other stores also changed their opening and closing hours to accommodate Christmas shoppers.

Specials in lamps were offered by many of Chicago's stores this week. Suggestions for gifts made by the large stores included many values in crockery, chinaware and glass.

Carson Pirie Scott & Co. held a sale of Carved Italian Marbles. They varied in price according to the size and subject, from $20 to $100 each. Carson Pirie Scott & Co. also offered 13-piece salad sets of rock crystal in colors at $46. Other salad sets were priced at $84 and $115. Lamps with Italian pottery bases ranged in price from $6.50 to $57.50. The Fair offered a 15-piece cereal set at $3.98 and 15-piece lustre china tea sets at the same price. An octagonal shaped dinner set in service for twelve was priced at $27.50 by this store. The Fair also featured bridge and junior lamps at $3.95 and $12 and made special offerings in shades.

Ready for Shipment—



No. B1121

Go To Stetson's First
For Volume In Value

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Hemlock 1000

New patterns from the Owen China Co. and the National China Co., as well as excellent numbers in colored glassware from the Imperial Glass Co. and the Economy Glass Co. are now on display in the show rooms of Earl W. Newton & Associates, who represent the factories mentioned in the Chicago territory. Mr. Newton's own company, making Venetian Mirrors and cut salad plates, will also have new things to offer the trade early in January.

The success of the colored glassware lines of the Cambridge Glass Co. during the past year, has prompted this concern to add many new numbers in art piece, salad plates and special service items in rare hues for the inspection of buyers during the coming months. The new lines will be on display for the first time in Pittsburgh and immediately afterwards in the Chicago sample rooms, 17 N. Wabash, where Mr. Franklin is in charge.

J. A. Jacobsen, manufacturers representative, has just received new samples for 1926 from the Consolidated Lamp & Glass Co. as well as from other lines he represents in this territory. New colored glass lamp mounts in this display are unusually interesting. The great assortment of decorated art goods from Harper J. Ransburg Co. was sold up early in November for the year, but new numbers for 1926 are now at hand which are expected to sell as readily as the former line.

Ludlow & Miner, lamp makers, have appointed the Manufacturers Sales Service, Shops Building, to represent them in the Chicago territory. Other interesting lamp, glass, pottery and art goods lines are on display in this sample room.

Burley & Co. continued its offerings of gifts in price groups. Among the gifts priced up to $5 by this store were center bowls, crystal trays and English lustre bowls. Gifts priced from $5 to $10 included Hungarian pottery vases, Venetian glass jars and salad plates. Bohemian glass vases, Hungarian wine bottles and boudoir lamps were among the $10-$15 group and crystal goblets and lamps with shade among the $15 to $20 group. Included in the $20 to $25 offerings were Dresden center pieces, 23 piece tea sets and engraved crystal mirrors. Among gift suggestions priced over $25 were complete dinner services, Queensware breakfast sets, English bone china dessert plates, etc.

(Continued on page 202)



Experience teaches *that*

The great mid-year buying event of the china, glass *and* gift trades

HERE, at a great saving of time you can see ALL that the market offers.

HERE, in one building you can inspect all the products of every worthwhile foreign and domestic factory.

HERE, you can closely view all the current merchandise and, comparing value for value, make the most advantageous selections.

These are some of the recognized reasons that bring thousands of shrewd buyers to the annual China, Glass and Gift Show, Feb. 1 to 6, Hotel Sherman, Chicago.

BE SURE TO BE THERE

for information address

CHINA, GLASS AND GIFTS ASSOCIATION
10 S. La Salle Street Chicago

More than 300 lines Displayed

CHINA, GLASS *and* GIFT SHOW - - Feb. 1 *to* 6
Hotel Sherman - - - Chicago

Chicago Field Museum

(Continued from page 198)

It is presumed that ancient specimens of this type of jar, especially those carved from jade, were utilized for holding the stalks of a species of milfoil employed for purposes of divination. This specimen of ancient pottery comes from the Sung Period (A.D. 960-1278).

In order to supply the dead with a constant supply of fresh water, the ancient races of the Han Period (206 B.C.-A.D. 220) deposited models in pottery of draw-wells, skillfully adapted to the potter's aims into the graves. Figure No. 2 illustrates one of these draw-wells. The square vessel represents the well, on the edge of which a water bucket is placed. The structure erected over it is intended for the well-house with a space for the pulley, which is protected by a tiled roof.

The amphora shape comes up in China during the T'ang Period (618-906) and is derived from the Sassanian art of Persia. In figure No. 3 a vessel of this shape is illustrated. The rim is held in the jaws of two griffins, adapted to the style of Chinese dragons, with high arched necks forming handles. The 21 medallions adorning neck and shoulders, moulded separately and stuck to the body of the vessel, are covered with relief designs of Persian style.

In faience is found some of the most beautiful Chinese art. Figure No. 4 shows a faience composition of the Ming Period aptly termed "Bamboo in the Moonlight." This cylindrical faience flower jar is made in the shape of a bamboo trunk surrounded by a cluster of smaller bamboo stems around the base and covered with bamboo stems and leaves in high relief, the idea of a bamboo grove being thus brought out. The glaze would be hard to duplicate even by modern methods. It is known as goonwhite or clair de lune.

Many objects of beauty and art came from the Imperial Kilns of Lin-li-chu, near Peking, China. Figure No. 5 illustrates a faience dish found in these kilns. It is in the shape of a lotus leaf with edges turned up, two blossoms, one closed and one open, and a receptacle being displayed near the rim, showing the stages in the growth of the flower. Modern industries can certainly envy the originality shown in this dish, glazed in natural colors, and the many other unique objects of long ago.

Figure No. 6 is a faience tea tray, also from the Imperial Kilns of Lin-li-chu. It not only illustrates ancient art but by the picture we get some idea of ancient humor. The idea of having pictures form the design of a dish, is used quite often in modern potteries, as in children's dishes picturing some scene or animal.

Chicago Market

(Continued from page 200)

The Boston Store's suggestion for the choosing of an attractive Christmas gift was a lamp. The store offered bridge and junior lamps in antique polychrome effects, complete with pull chain sockets at $3.79 and a metal floor lamp with gold leaf plating at $7.45. Silk lamp shade specials were also offered by the Boston Store. Mandel Brothers gave a 25 per cent discount on Dresden ware this week, and among its other bargains offered lustre bridge sets at one dollar and three panel mirrors. Among this store's lamp values were a bridge lamp, with shade at $7.95, a junior lamp, complete with shade at $25, and a boudoir lamp at $1.50. Hillman's offerings this week included wrought iron bridge and junior lamps priced at $7.95 and $12.95 and specials in lamp shades. Hartman's also offered specials in lamps. Junior and bridge lamps were marked at $6.95, $9.95, $14.95 and $17.75. One of Hartman's features this week was a three panel mirror priced at $27.50 and a Venetian mirror priced at $5.98.

Wieboldt's Have Efficient Departments

(Continued from page 196)

eight years ago on the exclusive North Side district and the New Third Store, located in a residential section, a few minutes from Chicago's loop.

Catering primarily to a popular price trade, the stores have built up a volume of business which has made them a real factor in Chicago's retail trade. However, in establishing the new store, it was decided to offer a store of an entirely new type—a popular priced department store with all the attractive features of an exclusive establishment. The result—the New Third Store—proves that the Wieboldt company has been eminently successful. Imposing and beautiful, it is comparable with the finest department stores in Chicago, and is truly one of the most magnificent popular price department stores in America.

The location of the new store is particularly advantageous. Situated at an intersection, it faces on four streets, Ashland, Monroe, Ogden and Adams streets, with an elaborate frontage of over 500 feet.

Extending entirely along the four sides, the window showings form an imposing array.

The furnishings throughout are most elaborate, of the finest American walnut. White ceilings and the terraza first floor add to the sunny and light appearance of the department, while the dozens of mirrors used in decorating add a charming note.

China, Glass and Gift Show Exhibitors

(Continued from page 194)

Hugo W. Schmidt, Detroit, Mich.; Howard G. Selden, New York, N. Y.; Shearer Studios, Palo Alto, Cal.; Smith Ceramic Studios, Rochester, N. Y.; Stein & Ellbogen, Chicago, Ill.; Steinbeck Co., Chicago, Ill.; Nathan Straus & Sons, Inc., New York, N. Y.; Fred L. Teasdale, Kansas City, Mo.; Weinman Bros., Chicago, Ill.; Ernest Wolf, Inc., Chicago, Ill.

Visit the Chicago Home of —

THE FEDERAL GLASS CO.
COLUMBUS, OHIO

Blown Tumblers and stemware in plain, optic, iridescent, needle etched and blanks especially adapted for cutting purposes. New process Blown ware. Finished tumblers, Hotel tumblers, soda fountain glassware and packers tumblers.

THE NIVISON-WEISKOPF CO.
CINCINNATI, OHIO

Packers glassware of all kinds including jars, bottles, gallon packers, salts and peppers, flasks, grape juice bottles, vinegar bottles, syrup jugs, extract bottles and prescription ware.

Represented in Chicago By

CONWAY & BAILEY
6 N. MICHIGAN AVE.
CHICAGO

Visit this display whenever in Chicago

J. A. JACOBSEN
Manufacturers Representative
17 North Wabash Avenue
CHICAGO

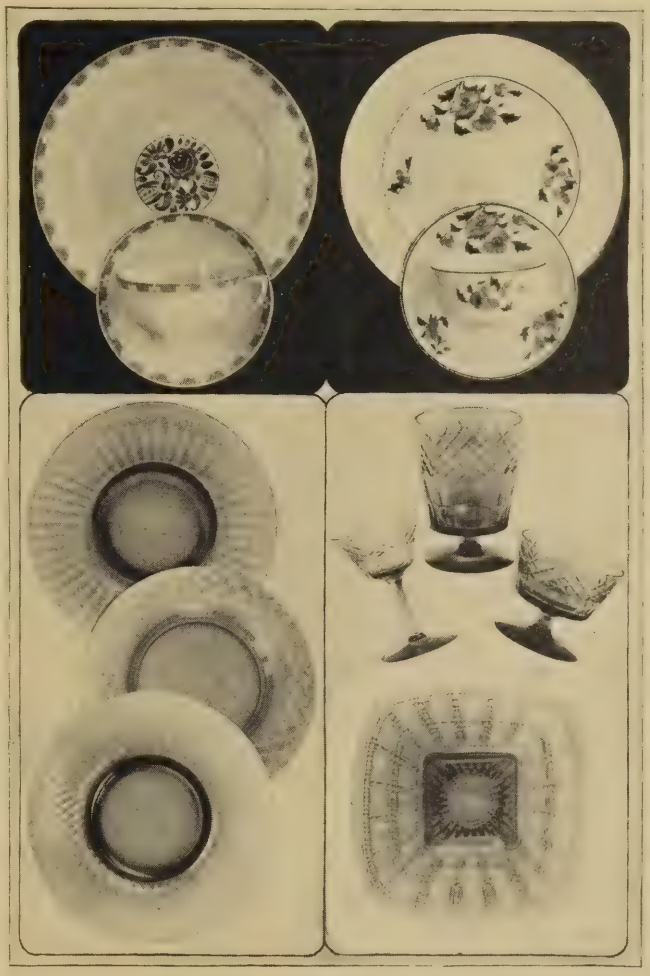
Displaying the following Factories:

Consolidated Lamp & Glass Company
Lighting Glassware and Specialties
Harper J. Ransburg Company
Novelty and Gift wares
Alley Glass Company
Colored Water Sets
Marion Glass Company
Bird seed cups and bath
Stout & Crawford
Mugs, Teapots, etc.
The Valley Art Pottery Company
Warwick China Co.
High Grade Dinnerware
Keystone Wire Matting Co.
Wire Matting and Wooden Rolamatting
Ft. Pitt Glass Co.
Gold Encrusted Stemware and Glass Specialties

Visit Room 405 Shops Bldg.
During "Market Event"

Newton's Offering for 1926

Many and unusual are the new things from the various factories we represent now on exhibit in our permanent show rooms. Illustrated are some of the new items from the Owen China Co. and Economy Glass Co., National China Co. and the Imperial Glass Co.



Come in during the Market Event, Feb. 1 to 13 and see the complete lines —with their latest creations in glassware, dinnerware and house-furnishings.

Earl W. Newton & Associates
9 North Wabash Avenue
CHICAGO

List of Exhibitors at Chicago Shows

Pottery, Glass, Lamps and House Furnishing Association Market Event. List of Exhibitors and Location

T. M. Schollenberger	17 N. Wabash Ave.
H. C. Fry Glass Co.	17 N. Wabash Ave.
Beaver Valley Glass Co.	17 N. Wabash Ave.
Sherwood Bros. Co.	17 N. Wabash Ave.
Earl W. Newton & Associates	9 N. Wabash Ave.
Imperial Glass Company	9 N. Wabash Ave.
Economy Glass Co.	9 N. Wabash Ave.
Earl W. Newton Co.	9 N. Wabash Ave.
Owen China Co.	9 N. Wabash Ave.
National China Co.	9 N. Wabash Ave.
Kewaskum Aluminum Co.	9 N. Wabash Ave.
Amer. Stamping & Enamelling Co.	9 N. Wabash Ave.
American Woodenware Co.	9 N. Wabash Ave.
Squeeze Ezy Mop Co.	9 N. Wabash Ave.
Geo. H. Bowman Co.	17 N. Wabash Ave.
E. M. Meder Company	17 N. Wabash Ave.
Canonsburg Pottery Co.	17 N. Wabash Ave.
Mercer Pottery Co.	17 N. Wabash Ave.
Paden City Pottery Co.	17 N. Wabash Ave.
F. S. Lowery Pottery Co.	17 N. Wabash Ave.
Maryland Glass Co.	17 N. Wabash Ave.
Jeanette Glass Co.	17 N. Wabash Ave.
Ebenezer Glass Co.	17 N. Wabash Ave.
Muncie Clay Products Co.	17 N. Wabash Ave.
Perfect Glass Co.	17 N. Wabash Ave.
Buckeye Aluminum Co.	17 N. Wabash Ave.
Peoria Metal Specialties Co.	17 N. Wabash Ave.
Goshen Stamping & Tool Co.	17 N. Wabash Ave.
Rockford Peerless Furniture Co.	17 N. Wabash Ave.
Continental Silver Co.	17 N. Wabash Ave.
Buffalo Manufacturing Co.	17 N. Wabash Ave.
Schaffer Tin Ware Co.	17 N. Wabash Ave.
Kelly & Reasner	17 N. Wabash Ave.
McKee Glass Co.	17 N. Wabash Ave.
D. C. Jenkins Glass Co.	17 N. Wabash Ave.
Indiana Glass Co.	17 N. Wabash Ave.
Walter G. Minnemeyer	17 N. Wabash Ave.
Hocking Glass Co.	17 N. Wabash Ave.
Lancaster Glass Co.	17 N. Wabash Ave.
Standard Mfg. Co.	17 N. Wabash Ave.
Ira A. Jones Co.	9 N. Wabash Ave.
Pope-Gosser China Co.	9 N. Wabash Ave.
Seneca Glass Co.	9 N. Wabash Ave.
Susquehanna Cut Glass Co.	9 N. Wabash Ave.
W. C. Owen, Inc.	17 N. Wabash Ave.
Helm & Soukup	17 N. Wabash Ave.
Phillips Glass Co.	17 N. Wabash Ave.
Lippincott Glass Co.	17 N. Wabash Ave.
Atlantic Import Corp.	17 N. Wabash Ave.
The Cambridge Glass Co.	17 N. Wabash Ave.
Mrs. E. D. Leavitt	17 N. Wabash Ave.
Manufacturers Sales Service	17 N. Wabash Ave.
United States Glass Co.	30 E. Randolph St.

Partial List of Exhibitors in National Housewares and Home Furnishings Exposition, Hotel Sherman, Chicago, January 18-30, 1926

Acme Can Co.	Philadelphia
Ariel Cabinet Co.	Peru, Ind.
Basket Importing Co.	New York, N. Y.
Beh & Company	New York
Bernstein, Samuel E.	New York, N. Y.
Bersted Manufacturing Co.	Chicago
Bicknell, J. F., Lbr. Co.	Worcester, Mass.
Bird & Son Sales Corpn.	Chicago
Borin Manufacturing Co.	Chicago
Chicago Mirror & Art Glass Co.	Chicago
Clarin Manufacturing Co.	Chicago
Dirigold Corporation	Chicago
Dover Manufacturing Co.	Dover, Ohio
Elgin Stove & Oven Co.	Elgin, Ill.
Federal Lamp & Shade Co.	Chicago
Finetone Factories	Chicago
Goldwyn Manufacturing Co.	Chicago
Gray & Dudley Co.	Nashville, Tenn.
Hodges, William & Co.	Philadelphia, Pa.
Iron Mountain Co.	Chicago
Master Metal Products, Inc.	Buffalo, N. Y.
Mogi, Momonoi & Co.	New York
Mordt Company, The	Chicago
Patent Novelty Co.	Fulton, Ill.
Pelouze Mfg. Co.	Chicago
Picgard Studios	Chicago
Queen Manufacturing Co.	Chicago
Rapaport Brothers	Chicago
Redmon, W. C., Sons & Co.	Peru, Ind.
Reliance Picture Frame Co.	Chicago
Union Brush Co.	Cincinnati, Ohio

Stouffer's Fine China



Send for Samples and Prices

Illustrated is but one of many handsome service plates that we decorate.

Our line of Encrusted Gold Dinnerware and Fancy China is of recognized high quality with superior decorations.

Our traveling men will start out January 2, with our 1926 line, which we believe to be far superior to anything we have offered the trade heretofore.

The J. H. Stouffer Company

2619 Prairie Ave. Chicago, Ill.

A Special From Every Factory

GLASS ... POTTERY ... LAMPS ... AND HOUSE FURNISHINGS ASSOCIATION

Attend CHICAGO MARKET EVENT

FEB. 1 TO 13 1926

Exclusive Local Show Room Exhibits

Glass, Pottery, Lamps and House Furnishings Association

not for profit — 537 South Dearborn Street, Chicago — *not for profit*

The Cambridge Glass Co.

CRYSTAL C TRADE MARK

CAMBRIDGE, OHIO

Having many new creations in table and art glassware to interest you, we urge you to see the complete display of our new 1926 lines.

Blown and pressed glassware in crystal and in a variety of beautiful colors—both plain and decorated. Gold encrustations, deep plate etchings, etc.

VISIT US DURING MARKET EVENT—FEB. 1 TO 13

Permanent Sample Rooms

Mr. BEN FRANKLIN in Charge

17 N. WABASH AVE. Room 311, Shops Building

CHICAGO

Mrs. E. D. LEAVITT

Manufacturers' Sales Service

Room 502 17 N. Wabash Ave. Chicago

You are invited to inspect the following lines which we represent while in Chicago for the Market Event, February 1 to 13, 1925.

Arace Brothers, Inc.
Imported Ceramic and Majolica Italian Pottery.

Betty Studios
Unusual shades, hand painted floral placques, phone screens and "fine" scrap baskets.

J. Bibi & Son
Everything in brassware.

Jos. Borovitz
Austrian wrought iron and Czecho Slovakian pottery.

Geo. Capen
Inexpensive desk sets and hand painted novelties.

L. L. Cooke
Wood candles beautifully decorated.

Ludlow & Minor
Exquisite lamps and shades.

Colorcraft Artists
Rainbow satin glass in unusual designs exclusive with this Studio.

Cliftwood Potteries
A good durable pottery that has wonderful glazes in the popular colors. Bowls, vases, lamps, etc.

S. J. Goldhill
Importations from France, Shell flower novelties, etc.

Hill Top Studios
Painted perfumes, powder boxes, marmalades, etc.

Norwood Novelty Co.
Boxed gifts and candles.

And other well known lines.

Lador, Inc.
Musical novelties.

Always Something New and Interesting First with the latest

Most complete showing of Gifts, Art Wares and Novelties in the Middle West — Imported and Domestic.

W. C. OWEN, Inc.

Direct Factory Representatives for

Cowan Pottery Studio,
Pottery of Distinction.
Rubalta Studios,
Unusual Decorated Glass.
Art Industries, Inc.
"Lavanite, the Pottery Metallique."
Czechoslovak Art Shop, Inc.,
Decorated Glass and Novelties.
East India Art Co.,
Hand Wrought Brass.
Beardsley Studios,
Parchment Shades.
Bard Art Co.,
Popular Priced Brass and Copper.
De Luxe Leather Goods, Inc.
Desk Sets, Bridge Scores, etc.
Dixon Novelty Co.,
Bread Boards, etc.
Merwin Wilson Co.,
Pewter—Colonial Reproductions
Colonial Candle Co. of Cape Cod,
Colored Candles and Novelties.

And many other worthwhile lines.

303 and 305 SHOPS BUILDING

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Jeannette, Pa.
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D. C. JENKINS GLASS CO.
Kokomo, Ind.
MOUND CITY GLASS CO.
Lumberport, W. Va.
ASSOCIATED MFG. IMPORTING CO.
San Francisco, Calif.
MARION GLASS MFG. CO.
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GEO. R. WEST & SONS
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May we have the pleasure of showing you the above lines during "Market Event" in Chicago, Feb. 2-14.

Suite 310, Shops Bldg.

17 N. WABASH AVE. CHICAGO, ILL.

Let Pictures replace Samples

WHY burden your travelling men with complete sample lines? One or two actual samples and the other items of the line illustrated to scale will serve the same purpose and be less expensive in the end, saving samples, expressage and time.

Furthermore, if Rawsthorne does the illustrating, your men can start selling by this method even before the entire line is in production, since we can work from plaster models.

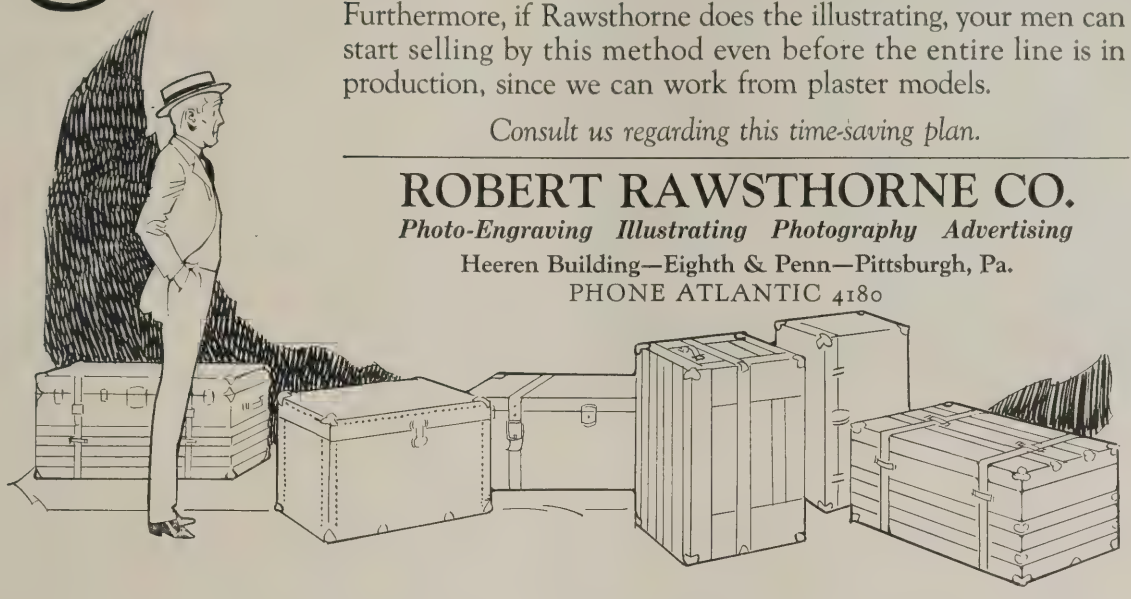
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WHAT TO BUY AND WHERE TO BUY IT IN —

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A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

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Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

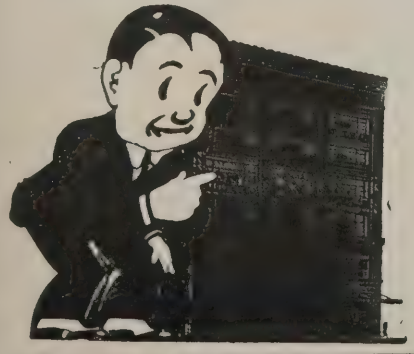
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Susquehanna Cut Glass Burke Studios
National Glass Novelty Co.
Quaker City Cut Glass Co.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

VISIT THE SHOPS BUILDING FIRST WHEN IN CHICAGO—17 N. WABASH AVE.



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Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

ROSENBERG & LURIE

We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*

178 W. Jackson Blvd.

Phone Wabash 6589

Big Winners In Glassware



191-12 Ice Tea Set
Made in Crystal and Colors

Many new items will be seen in our display during the

Glass Exhibit

Room 716—FORT PITT HOTEL
PITTSBURGH

January 11th to 30th

Paden City Glass Mfg Co.
PADEN CITY, WEST VIRGINIA

Manufacturers of crystal and colored, decorated, cut, pressed and blown glassware for the hotel, restaurant and soda fountain.

REPRESENTATIVES

NEW YORK
D. King Irwin
200 Fifth Ave.

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U. S. Crockery & Glass Exchange

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Frank B. Tinker
17 N. Wabash Ave.

Baltimore
H. T. Thomas & Co.
29 S. Hanover St.

A Complete Display of New and Original Decorations



Dinnerware of Distinction

Pittsburgh Display During The Pottery and Glass Exhibit

Room 985
Fort Pitt Hotel

HOPEWELL CHINA CORPORATION

HOPEWELL, VA.

New York Agents
Beren Crockery Co.

All communications should be addressed to the main office and factory, Hopewell, W. Va.

John J. Hines, Inc.

39-41 West 23d Street
New York

Announces The First Showing of Their Lines For 1926

at the

Wm. Penn Hotel

Pittsburgh From January 11th to 30th
Rooms 666-668-670-671
JOHN J. HINES
In Charge

Decorated Glassware

Bohemian Glassware

Italian Pottery Assortments

Lamps and Shades

European Novelties

D. E. McNicol Pottery Co.

Clarksburg, West Virginia

Manufacturers of

The Largest and Most Complete Line of Domestic

SALADS, CAKE PLATES, BERRY SETS, CAKE SETS, JUMBO CUPS and SAUCERS, MUGS,

and OTHER SPECIALTIES, for the Jobbing Trade

Also a complete line of White and Decorated Dinnerware

SEE THIS LINE DURING THE PITTSBURGH SHOW
IN ROOM 684, FORT PITT HOTEL

Represented by J. P. Sutton

CAUGHT IN THE NEWS NET

WHAT would manufacturers do without their salesmen when they are getting out new lines? The representative has his hands on the pulse of the market, he knows what others are doing, he is on the ground, while the factory man usually is so busy with the care and responsibilities of producing that he would miss a lot but for the constant aid of his faithful henchmen.

Tom Hamilton is one kind of man who recognizes the need of the manufacturer and spares no time or trouble in lending his valuable assistance. The result is both profitable and gratifying and during the year his business is good because he has the forethought to grade his firms along the right lines. His customers, therefore, have no "shelf-warmers" and repeat orders are plentiful.

Those handling high-priced chinaware are having a royal time this year. Retailers are clearing their shelves to their customers and are clamoring for more goods. Those of the manufacturers and importers who have no stock left or are filled up with orders until Christmas are regretting that their customers had not foresight enough to order more liberally. This condition presages good times after the buying frenzy is over for stocks will be depleted and orders should be good when the checking-up time comes around.

Being one of the oldest exhibitors at the Pittsburgh show ought to entitle one their exhibiting to the utmost consideration, but when new management takes hold, often times proprietors of hotels disregard the claims of the steadies for the gold of the new-comers.

So it is gratifying to know that Louis Levien, whose priority had been somewhat overlooked and his old stand let to someone else without consulting him, has been allotted an unusually desirable space at Fort Pitt Hotel, Pittsburgh, for the show period.

The writing room on the ground floor has been divided in two and the best half given over to "Louis" to display his attractive and new samples. It was "touch and go" whether he exhibited this year and it is encouraging to hear that the "amend honorable" has been made and Louis familiar and always smiling face will be there to greet one on the ground floor.

Frederick Shelton has resigned as New York representative of the Utility Glass Works, of Lonacona, Md. This line is now handled by McKenna Sales Corporation, 1271 Broadway, New York.

Showrooms these days have a different aspect, instead of busy buyers being waited on by solicitous salesmen, one sees dolorous drummers, looking through long lists, checking china, or sorting samples, stalling stenographers chewing Chicle or making merry with Christmas shoppers.

It's an odd thing that a salesman off his beat is like a fish out of water. He is used to a busy life and hanging around or helping out with office work is the last thing to appeal to him.

Many changes are being made in salesforces as usual at this time preparatory to getting set for the coming year and although we know a great many of these, until the announcement is made at headquarters, our mouth is sealed. Trade journalists must emulate the little Oriental ape gods who neither hear, see or speak evil, only we will paraphrase the last characteristic and "speak no news." When it's public property we'll print it.

One does not wonder at the success of such projects as put forth by the Sebrings when one realizes the loyalty of the staff. Take for instance, E. V. Weiss, the New York State manager of The Limoges China Co. He has been for twenty-six years identified with the china business and the Sebrings are proud to know that the success of their various plants is due in a great measure to the fact that all their help push Sebring and Sebring ideas. E. V. Weiss was at the United States Potters' Association dinner where his popularity among his fellows was most pronounced.

In choosing salesmen to represent them at the Pottery and Glass Exhibition at Pittsburgh, Nathan Straus & Son have selected Leon Sulton who has for so many years been one of their star salesmen. Mr. Sultan will have associated with him A. Carlton Smith, a bright young salesman, during the term of the exposition. It is a foregone conclusion that with the team work for which this firm is noted the results will at least be quite satisfactory.

R. D. Otto, well known salesman for the Wheeling Decorating Co., Wheeling, W. Va., is in New York this week on special business for his firm. He dropped in for a chat with I. Silverberg, New York agent for the Wheeling line, while here.

We desire to extend to the trade
our very best wishes for
A Merry Christmas
and
A Happy New Year

And to express our sincerest thanks
for the generous patronage in 1925.

We Cordially Invite an Inspection of Our Displays

Chicago	Pittsburgh	Philadelphia
Eastern Mfr's. & Importers Exhibit	Wm. Penn Hotel	Gift Show
Palmer House Rooms 779-780	Rooms 467-469	Adelphia Hotel
February 1st to 13th	January 11th to 30th	February 28th to March 6th

KOSCHERAK BROS.
129-131 Fifth Avenue
New York

The
ROSEVILLE POTTERY COMPANY
Zanesville, Ohio

New York Office:
18 West 23rd Street

General Office and Factories:
Zanesville, Ohio

Income Tax Department

Conducted for The Crockery and Glass Journal
By M. L. Seidman
Seidman & Seidman, Certified Public Accountants

This is the sixth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

THE last article covered the computation of the normal and surtax. To complete the tax computation in the average case, consideration must then be given to what is known as the "earned income" credit.

The earned income credit aims to give especially favorable recognition to income earned by the sweat of the brow, so to speak, as against that earned from clipping coupons. However, with the limitations that have been thrown around the earned income credit, it is really an insignificant factor. At best it cannot ordinarily reduce the tax by more than $75. Let us see what there is to it.

A general definition of earned income has already been given, namely, that it is compensation received for services rendered. This includes wages, salaries, fees, etc. If an individual is in business for himself, even though he does not draw a salary from the business, he can regard a reasonable amount, not in excess of 20 per cent of his share of the profits however, as earned income.

The way the earned income credit is computed, is to work out the normal tax as if the earned income were the taxpayer's only income, and the credit will be 25 per cent of the tax so arrived at. But there are two very important limitations.

The first is that no more than $10,000 may be regarded as earned income. That does not mean that a person cannot get a salary of more than $10,000, but that for the purpose of computing the credit the maximum that can be considered as earned income is $10,000.

The second limitation is that the earned income credit cannot exceed 25 per cent of the normal tax that would have had to be paid without the benefit of the earned income credit. It is these limitations that make it apparent that the earned income credit cannot amount to very much.

Let us work out an example showing how the earned income credit would be computed. Suppose a married man with no dependents had a net income for the year 1925 of $25,000, of which $20,000 was from salaries and $5,000 from profits on stocks. His normal tax computed on the basis already outlined, would be $1,110. We assume that his earned income were his entire income. The earned income in fact is $20,000. However, the law specifically limits the earned income for the purposes of computing the credit to not more than $10,000. We therefore work out the normal tax as if $10,000 were the individual's entire income. This gives us a normal tax of $220. Twenty-five per cent of $220 is $55. That is the earned income credit and is offset against the $1,110 previously computed, making the net normal tax $1,055.

Now let us take a case where the married individual has a net income of $3,000, made up of $5,000 salary less a $2,000 loss on stocks. The normal tax on $3,000 is $10. Computing the earned income in the regular way, we would start with $5,000, which is this taxpayer's earned income. The normal tax on $5,000 is $50. Twenty-five per cent of that is $12.50, which would be the earned income credit if it were not for the limitation that the earned income credit cannot exceed 25 per cent of the taxpayer's normal tax. The normal tax on $3,000 being $10, the earned income credit cannot exceed $2.50. The tax would therefore be $7.50.

There is another very important factor to be remembered about earned income, and that is that every taxpayer is regarded as having an earned income of at least $5,000, irrespective of the true source of his income. A widow whose only income is from interest on bonds would be considered as having an earned income of $5,000. Likewise, if the net income of an individual consisted solely of rentals or profits on securities, $5,000 of it would be regarded as earned income for the purpose of computing the credit. Everyone, therefore, who has a normal tax to pay has an earned income credit, and the amount of earned income cannot be less than $5,000 nor more than $10,000.

In the case of about 95 per cent of all the returns filed, the total of the normal and surtax less the earned income credit represents the actual tax due. However, in some instances what is called the "capital gain tax" must be considered, as well. That will be explained in the next article, which will then complete our discussion on the computation of the tax.

QUESTIONS AND ANSWERS

Tax on Legacy

Q. My father died in Conn., December 25, 1923, leaving everything to mother. There was a note taken for personal property, for $600 and a mortgage note for $1,000. The town clerk tells her she must pay $60 on the personal note as an income tax. Is this true? She has never received any money on the note.—A. C. M.

A. Your mother need pay no tax whatever on the note

(*Continued on page 216*)

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OBITUARY

William E. Vodrey

WILLIAM E. Vodrey, aged 58, secretary and treasurer of the Vodrey Pottery Co., East Liverpool, O., died Dec. 9th from a complication of diseases at Dr. Charles E. Sawyer's private sanatorium, at "White Oaks" near Marion, O., where Mr. Vodrey had been a patient for the past month.

Although his health had not been good for several years, Mr. Vodrey continued to give attention to his work at the pottery until early in November, when he entered the sanitorium.

Coupled with his other duties was the general management of plant to which he gave a large part of his time. He was a son of the late James Vodrey, who with an uncle William Vodrey, organized the Vodrey Pottery Co., in 1857. Mr. Vodrey was born on June 5, 1867 in East Liverpool. He was a member of the Methodist Protestant Church and of the Masonic Lodge of East Liverpool.

He is survived by his widow, Laura Vaugh Vodrey, and two children, William Norman Vodrey of East Liverpool and Miss Sarah Vodrey. Two brothers and one sister, John W. and James Norman Vodrey, both of East Liverpool, and Mrs. Joel Taylor of Chester, W. Va.

Funeral services were held Dec. 12th at the family home, the Rev. John F. Dimit of the Methodist Protestant Church and the Rev. B. R. Johnson of the Church of Christ officiating. Interment was in Riverview Cemetery of East Liverpool, O.

Fred S. Sebring

Fred S. Sebring, 57, one of the founders of the pottery industry in Sebring, O., and recently prominently identified with a large real estate development in Florida in the town there that bears his name, dropped dead shortly after his return to Sebring Sunday, December 13, when he was telling his wife about his trip to the South.

Mr. Sebring arrived at his home last Sunday morning after a six weeks' business trip to Florida, and sat down to tell his wife about his trip. About noon he was just ready to get up from his chair and had just finished talking about Florida conditions when he slumped over. Before his wife could call a physician he was dead.

Physicians pronounced death due to heart trouble.

Mr. Sebring was born in East Liverpool, O., and went to Sebring 23 years ago. Several years after taking up his residence in Sebring he founded the Limoges China Co., and in 1924 he started the Saxon China Co. In 1917 he retired from active pottery business due to ill health.

He is survived by his widow, Katherine S.; two daughters, Mrs. Howard McCalmont, of Salem, and Mrs. Frank Andrews, of Alliance; six grandchildren, four brothers, George, of Sebring, Fla., and O. E. and F. A., of Sebring and two sisters, Mrs. Eva Norris, Akron, and Mrs. James Barclay, of Sebring.

Funeral services were held at the home Wednesday, Dec. 16th, with burial in Sebring.

Eulogize Lee Schoenthal

A SPECIAL meeting of the Pottery, Glass and Brass Salesmen's Association was held at the Crockery Board of Trade as a mark of respect to the memory of the late Lee Schoenthal, who was one of the members of its Board of Directors.

A special committee comprising E. W. Hammond, Walter Browning and Howard Handy was appointed with power to draw up a set of engrossed resolutions expressing the high regard in which Lee Schoenthal was held by his fellow members, the appreciation of his untiring efforts on behalf of the organization, and extending the deepest sympathy for his family and relations.

The many members present at the meeting were all requested to express themselves and the tribute paid to him were heartfelt and sympathetic.

Among those who spoke were Howard R. Handy who told a story exemplifying Mr. Schoenthal's broadness. That although a salesman had rebuked him for not buying his goods when asked to, Lee was the first to help the salesman when he was in trouble.

L. S. Owen paid tribute to his wonderful friendship while Walter Browning said he was the squarest competitor he had ever known, always played fair, to meet him had always been a pleasure whether on buying trips abroad, or in the city. He was a scholarly gentleman, a music lover and connoisseur of art.

E. W. Hammond said this was a true case of words being inadequate to express the real feeling within him, and his great affection for Lee Schoenthal, and that he would feel the loss as much as anyone. In fact he said that apart from the sad loss of his own boy he had been stirred deeper than at anytime in his life before.

Langley Hawthorne touched on Mr. Schoenthal's business life and owing to his close relations with him could give a view of his characteristics with which those who only knew him from outside business relations were not familiar. He spoke of the earnest solicitude that this beloved head of a department had for all who were engaged in its activities. He spoke of the many times that he had approached some of the help, who seemed jaded or under the weather physically, and would recommend that they be given a few days or weeks time to rest and recuperate. After this had been accomplished he would not be contented until he had inquired into their financial standing and if needed would give them money to see that their comforts were well cared for during the rest period. If a member of the staff was forced through sickness to absent himself or herself from the establishment Lee Schoenthal would not always be content with sympathetic messages but would personally call, never going empty handed either. Many times boys would be reported for some infraction of the rules or little troubles that boys will get into and when a discharge was recommended Mr. Schoenthal would go most carefully into the matter and in nine cases out of ten would recognize only excess vitally

(*Continued on page 216*)



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Income Tax

(Continued from page 212)

and mortgage received by her through your father's estate. Property received by bequest or devise is specifically exempted from tax under the law.

Head of a Household

Q. I am a widower with no minor children, but I maintain a house, employing a person to do the housework. She has her meals with us and goes to her own home at night. Am I entitled to an exemption of $2,500 as the head of the household.—W. J.

A. You are not entitled to the exemption as the head of a household. In order to be the head of a household, there must be a person dependent upon you, who lives with you. Both factors are absent in your case. The housegirl is an employee of yours, not a dependent, and moreover, she does not live with you.

Increase in Bond Value

Q. I bought a bond several years ago at 90. It is now worth 100. Must I pay an income tax on the difference?—B. L.

A. No tax need be paid by you until you sell the bond. Mere appreciation in value until realized by sale is not taxable.

Eulogize Lee Schoenthal

(Continued from page 214)

and all these boys needed was extra employment to keep them out of mischief. This he would provide, make a better man out of the boy and use that very excess energy to the betterment of the boy and the department. Mr. Hawthorne said that Lee was dear to the hearts of every one of his employees and there was not one who would not testify to his wonderful treatment of them.

Charles Weideman spoke feelingly and Wm. Q. Wilcox said that he had known Mr. Schoenthal for about eighteen years and had found him the most courteous and friendly gentleman and that he would always be remembered for these characteristics. W. Straus, of Gimbel Bros., said that they had grown up in the business together although Mr. Schoenthal was grown up before he (Straus) was there and that whatever his friend essayed to do he would do it successfully whether playing the violin or buying china. He was revered by everyone. Messrs. J. H. Swift, L. Taubin, F. Gelt, Thos. Smallwood and others all spoke in heartfelt sympathy.

The meeting adjourned with the feeling in every one's mind that the association had lost a staunch supporter and the members a fast friend.

Dominion Glass Co. in Operation

The new plant of the Dominion Glass Co., which was removed from Montreal, Canada, to Wallaceburg, Canada, has been placed in operation. In this plant the company is producing a general line of flint glassware.

Brush-McCoy Pottery Co. Changes Name

WHEN George Brush of Zanesville, O., makes an announcement regarding his business connections one always looks for something on the upward trend. Therefore in the news he is just circulating regarding the change in the style of his firm, one is not surprised to hear of great things in store for the now-called Brush Pottery Co., which was formerly Brush-McCoy Pottery Co.

The old Brush-McCoy Pottery Co., which has for years devoted its energy to making a high class type of utilitarian pottery and stoneware, has changed its name to the Brush Pottery Co., although it will not change the composition of its personnel.

George S. Brush, whose name heads the concern, will retain the general management and continue to guide the policy and direct the activities of the concern. W. R. Baker is president; W. H. Bateman, vice-president; George H. Stewart, treasurer, and S. M. Seright, secretary.

F. H. Vaughn, sales manager, and G. E. Downey, a seasoned salesman, will be in charge of the exhibition at Pittsburgh during the Glass and Pottery exhibition at the Fort Pitt Hotel.

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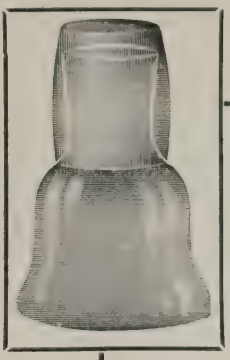
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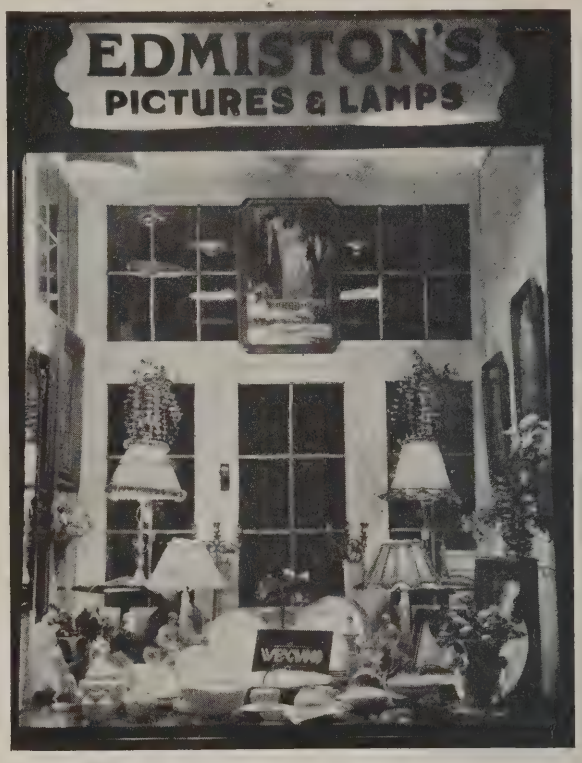
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Benys (Pronounced Beans) Diary

By Ernest H. Bennett

ODS, bodkins! but it's a merry mood I find myself in this bright shiny morn, for did not mine own familiar, bosom friend tweek mine ear and twit me about an item of news appearing in our ancient and honorable journal, about his appearance in ye olden city of Gotham, when he had returned ere the noble issue saw the light of day.

This was as it should be, for the very sprightly Master George Brush, of ye good city of Zanesville, of the great state Ohio, previously whispered into a reportorial ear, that his time was but limited and though he wished all his cronies a right merrie time, he foresooth, had not time to join in the merriment.

Was it not too a cheerie omen, to step out of ones comfortable inn, after having partaken of mine hosts' delicious eggs from his own hennery and bacon from his private piggery, to have facing one, a prettie exhibition of ye good old Wedgwood china ware? But there it was, imported from merrie old England, to grace the shoppe window of one J. D. Edmiston, whose own forebears traversed the high seas to sojourn in this glorious country, presided over by mine Uncle Sam, which he, Edmiston, did most graciously acknowledge, far surpasses in opportunities, those offered by the most gracious majesty King George.

Strange things take place in this great country, nay, stranger than the stories written by ye scribes or penny-a-liners, who grind out drivel that the brainless may read.

This same J. D. Edmiston, who is a right jovial companion and a good shoppe keeper and doth keep shoppe

in ye city of Zanesville, hath in common with one Hugh L. Edmiston of ye ancient city of Gotham (Called by the moderns New York), one great-great-grand-father, thereby making them cousins, altho' (as the geneologist would say) quite a many times removed.

And again (still stranger than the fictionist's drool), when the same J. D. Edmiston did pay his first visit to his many times removed relation, Hugh (the same Hugh who never before did cast eyes on the said J. D. nor had the knowledge of his arrival in the City), arose from his chair and exclaimed in his jovial manner "Hello Edmiston;" so great was the family resemblance that there was little need of a formal presentation, for the Edmiston family physiognomy stood out in marked prominence.

Further, and still more strange did Hugh's conduct appear for he exclaimed; Hast thou any daughters, Edmiston? and J. D. answered meekly, verily. Then I will tell to thee their names said Hugh, and forthwith he proceeded to do so without error. And again said the astounding newly found cousin, if thou hast sons, their names too will I proclaim, and without fault did Hugh proceed to tell his cousin how his sons had been called.

In a jocous manner Hugh enlightened his cousin (many times removed) that it had always been the habit of the clan Edminston to retain the very names he had mentioned and that as a good member of the family, he had been willing to wager many a golden guinea that J. D. had followed in his great-great-grand-father's footsteps.

This took place some many moons agone, but the strange happenings are not yet exhausted. This same Hugh doth import fine old English chinaware to this land of golden opportunities and his far removed cousin doth sell to the frivolous maids and staid matrons of ye city of Zanesville, this self same kind of gee-gaws, for the adornment of their manor houses, for the country wrenches and miladies boudoirs.

But Nay! in this great land of liberty, where commerce is the main spring and profit the goose that lays the golden egg, thou dost show in thine window a great display of English potterie from the kilns of Master Wedgwood, while the ware from thy cousin's is reserved to be shown privately. Fie on thee J. D.!

So attractive did the noble display of Wedgwood china strike us that we forthwith hied us to ye Kodak vendor and there procured many films and returned on the Sabbath morn, when all good people were still in their sleeping chambers, or the more zealous meekly making their devours in a nearby chapel, proceeded to make Daggueratypes of the startling "exposition" (as the French would say it.)

The wind was bitter and the air thin and we would gladly have had our mittens, muffler and ear muffs, but so enthalling was the pleasant task that we continued, making ten exposures, averaging from two to fifteen minutes each, to insure that at least one would be of such worth that it could be of service to Master Kennard L. Wedgwood, showing unto him how his many times great grandsires art was prized in ye city of Zanesville.



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Industrial Building of the Bureau of Standards, Washington, D. C., in which the Ceramics Division is housed.

Bureau of Standards Investigations of Pottery, Heavy Clay Products, Glass and Enamels

I. Introduction

THE last few years have witnessed a remarkable growth in the establishment and development of industrial and plant laboratories for purposes of research on plant problems relating to raw materials and manufactured goods in the clay products industry. As a consequence, the Bureau of Standards has been able to devote an increasing amount of its funds and the time of its personnel to investigations of general interest and also of more fundamental import. It cannot be said that studies of fundamentals are confined to government establishments, for the work of the industrial laboratory has often resulted in discoveries whose value cannot be overestimated; the government laboratory is, as a neutral agency, particularly adapted to studies which are not confined to any one plant or association, but which are of national interest and value. This is particularly true of investigations including the development of standards of quality, methods of tests, and specifications for raw materials and products.

Work now being carried on at the Bureau of Standards does not relate so much to the utilization of available materials and the details of manufacture, but has as its main purpose the elimination of waste by supplying definite guides to purchasers, both in the government and in the industry, and by obtaining and distributing to the industry scientific information which is of general interest in the improvement of production and in increasing the efficiency of test methods and plant equipment.

The raw materials of the pottery, refractories and heavy clay products industries are confined practically to kaolin, ball clay, flint, whiting, feldspar, fire-clays, surface clays, shales, and to the many varieties of common clays used in the manufacture of such materials as building brick. In addition to such materials as clays, feldspar and flint, the enamel and glass industries require a large variety of coloring and fluxing oxides, many of which are used in very small quantities but which have important effects on the properties of the finished product.

The products which are considered as coming within the scope of the investigations of the Bureau of Standards include clay building units, drainage materials, paving materials, refractories, pottery and chemical porcelain, optical and commercial glass, and all types of vitreous enamels.

This is the first of a series of articles which will appear in this magazine on the findings of the Bureau of Standards at Washington, in its investigations of the clay products industries of America. These articles which are published exclusively by the CROCKERY AND GLASS JOURNAL, *will prove particularly interesting to the distributors as well as the manufacturers of crockery and glassware.*

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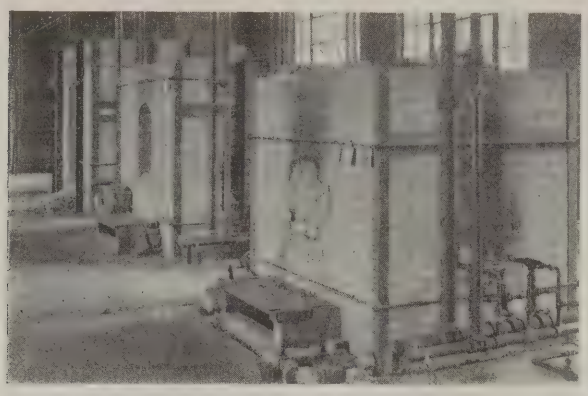
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II. Pottery and Fine Ceramics

Study of Commercial Feldspars of the Whiteware Industry

As a part of a general study of the constituent raw materials of a normal whiteware body, the Bureau of Standards has undertaken an exhaustive investigation of commercial feldspars. This work is being done in co-operation with the Whiteware Division of the American Ceramic Society, and industrial users of feldspars.

Feldspar consists essentially of alumina, silica, potash and soda, and its function in a pottery body is to bind the body materials into a common structure by its fluxing action at kiln temperatures. The softening temperatures of commercial feldspars vary as much as 100 deg. C. and may cause significant variations in the quality of pottery bodies. The properties of commercial feldspars and their effects in typical vitreous and semi-vitreous whiteware bodies will be thoroughly investigated, in order to assist both the producers and industrial users of feldspars in standardizing the qualities of their respective products.

The general investigation is divided into two major parts: the first consists of the joint determination of softening points, screen analyses, and chemical compositions of the feldspars by the Bureau and several outside technical institutions to determine the amount of error that may be expected; the second part comprises tests made by the Bureau comparable with those previously made on ball clay, whiting and flint. This work will include a study of the viscosity and thermal expansion behaviors of the feldspars at kiln temperatures, and the determinations of burning shrinkage, porosity, color, and resistance to chipping, impact, and temperature changes of typical bodies containing the different feldspars.

Through the assistance of Mr. R. V. Miller, of Knowles, Taylor and Knowles Co., samples of nineteen commercial feldspars have been supplied to the Bureau by industrial users. The testing of these materials, by both the Bureau and the several technical institutions, is now actively under way. The results of some of the comparison tests made by different technical institutions have been received. The results of softening point determinations received from two cooperating institutions agree in general very closely with those observed at the Bureau. The results of screen analyses have been imported by three cooperating institutions and preliminary inspection indicates appreciable variations.

In the Bureau laboratories practically all chemical and microscopic examinations have been made. The chemical analyses indicate that all except one are potash feldspars. The microscopic examinations indicate generally less quartz than the chemical analyses.

The Bureau laboratory work on the typical whiteware bodies has been limited so far to the preparation of test pieces, which is about 90 per cent complete. The body compositions employed are:

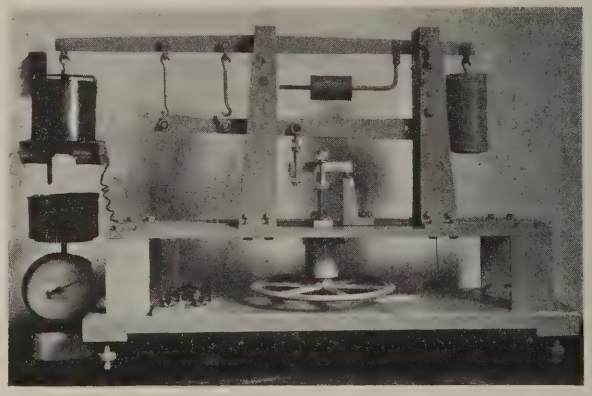
	Per cent in Vitreous Bodies Fired to cone 6, 8, 10, 12, and 14	Per cent in Semi-vitreous Bodies Fired to cone 4, 6, 8, 10, and 12
Tennessee ball clay	7½	15
Florida kaolin	8	8
English china clay	29	29
Feldspar	18	14
Flint	36	34
Whiting	1½	..
Total	100	100

The Principles Controlling Clay Suspensions

In pursuit of the aim of this investigation to determine the factors of variation in the physical behavior of clay suspensions and their coordination with plasticity, progress was made in leaching inherent salts and bases. The removal of these salts by percolation, which comes to an early stop in lysimeter practice, proved to be possible on clays treated in slip form and also on clay colloids flocculated from dilute dispersions. Large quantities of pure clay substance, free from inherent electrolytes, may now be separated into the constituent coarse, medium and fine granules, and the colloid, with one-eighth of the volume of water and less attention than has heretofore been required.

The pure clay matter has been separated by ammonia dispersion and sedimentation into the granular fraction free from units subject to Brownian movement, and the colloidal fraction. Classification of the granular fraction, with a view to determining generally applicable grain sizes for coarse, medium and fine divisions, is in progress. The study of their separate suspension in the dispersive or colloidal fraction has been projected.

A supply of the pure clay, subjected to capillary leaching, was prepared and the relation of the change in hydro-



Machine for testing strength of clay and glass specimens.

gen-ion concentration of its several fractions to their progressive but varying concentration of inherent bases and salts, determined. Determination of the suspension of these fractions and of the proportion of bases and salts in each, while the granular content and proportion of colloid in all remains constant, will make it possible to determine the uniformity of successive shipments of clays.

The principal organic colloid, humic acid, which is an important suspending agent in sedimentary clays (particularly of the ball-clay type) was prepared from muck soils in sufficient amount to determine its suspending power on the granular fractions of the clay. The partially decomposer vegetable fibre passing a No. 120 sieve was separated from the humic acid in ample amount to determine its effect on the shrinkage and bonding power of pottery bodies.

The total number of tests conducted during the year was 750, and the program of the investigation is considered about 50 per cent complete.

Increasing the Resistance of Glaze on Semi-Vitreous Ware to Crazing

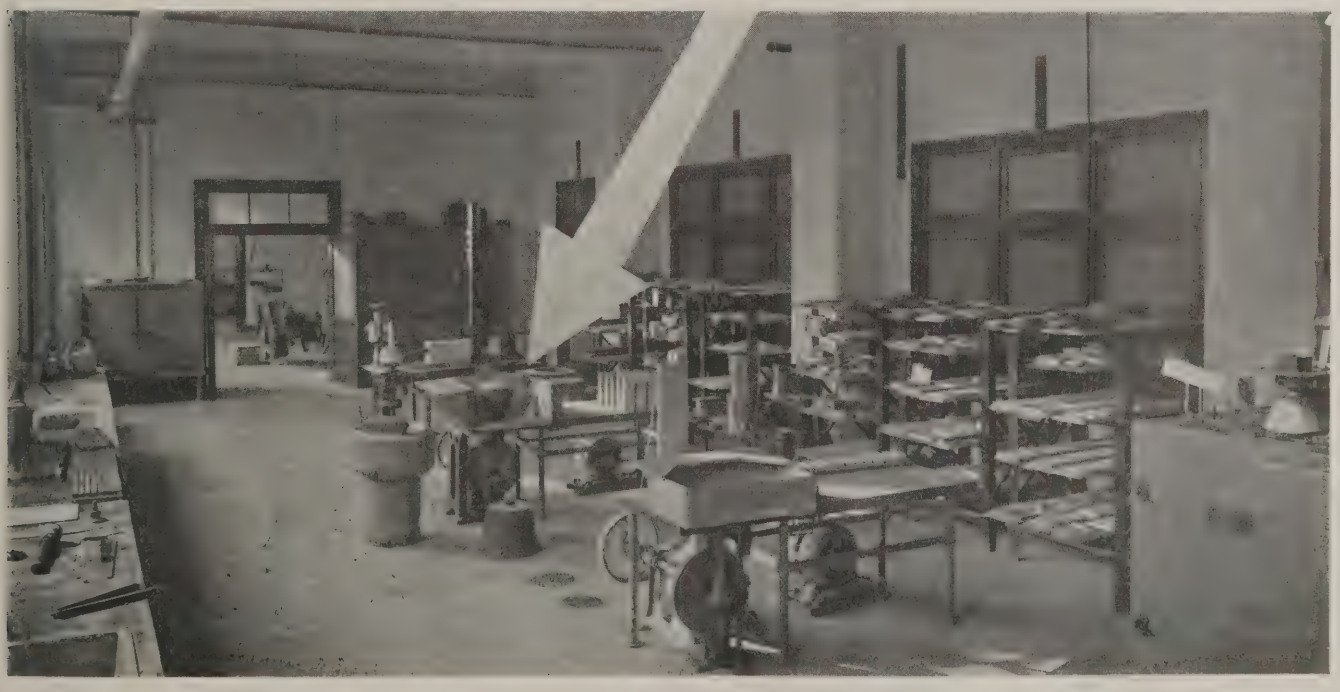
In connection with the cooperative crazing investigation by the United States Potters Association and the Bureau of Standards, microscopic examinations were made of the glaze and body structures of 24 samples of semi-vitreous ware. The results of the examinations were compared with data on the firing conditions of the body. While the results are not altogether positive, the indications are that the amount of solution of quartz and the development of mullite are dependent not only on the heat treatment in the bisque firing but also on variations in time and temperature in the glost firing. It was noted also that all of the bodies contain minute bubbles and that the bubbles are largest and most numerous in the higher fired bodies which have the lower absorption values. Although these bubbles are present in mature ware that shows no traces of overfiring by the ordinary tests, it is suspected that when the temperature is increased, the bubbles become the vesicles that are so characteristic of overfired ware. It is hoped that the Feldspar Investigation will afford samples for examination that are of the same composition and fired to progressively higher temperatures, including the temperature of overfiring.

Correlation of Laboratory Tests of Vitreous Tableware With Life in Actual Service

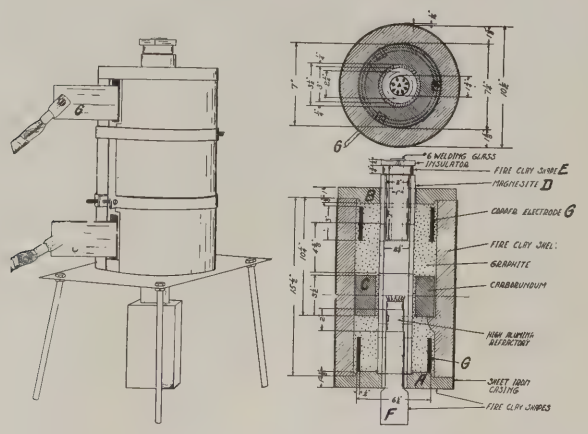
A test of vitrified chinaware to determine the relations between its life in actual service and the laboratory tests developed at this Bureau, was started in cooperation with the American Telephone and Telegraph Co. The information derived from this test will probably show the relative value of the individual tests specified in the Federal Specification for Vitrified China and may serve as a basis for further recommendations for specifications.

The American Telephone and Telegraph Co. obtained samples of thirteen brands of American ware and three brands of foreign ware which were tested by the Bureau for absorption, impact strength, resistance to quenching (crazing) and resistance to chipping, as required by the Federal Specification for Vitrified Chinaware. The average weight of each article was also determined. Three-hundred and thirty-four samples, comprising seven inch and five inch plates and cups, have been tested in the laboratory and the service tests were started on January 24, 1925, in eight of the dining rooms of the New York Telephone Co.

For the service test seven representative brands of chinaware were selected to represent three groups, as follows: 1. two brands representing the highest values (as indicated by the impact test), one of intermediate



This photograph shows a view of the Pottery room looking toward slip room.



Drawing of carbon resistance type furnace for determining softening points.

value, one of the lowest value; 2. one brand representing an average intermediate value, based on all tests; 3. two brands representing foreign ware.

The supervision of the service test and inspection is under the personal direction of Mr. W. B. Polger, of the American Telephone and Telegraph Co., and includes the following factors:

(a) Weekly inventories.
(b) Inspection of all broken ware.
(c) Insurance that complete stock passes through service.
(d) Elimination of wares other than those in the test.

Representatives of the Bureau have been present at one general inspection and although the test had not at that time been in progress long enough to justify definite conclusions, the evidence indicates that the semi-vitreous ware is inferior to the vitreous ware and some decided differences between various brands of vitrified ware were becoming evident.

III. Glass and Enamels

A Study of the Factors Affecting the Determination of the Viscosity of Commercial Glasses at Working Temperatures

THE purpose of this investigation is to determine the temperature-viscosity relations of glasses of different composition. This information is of great interest to the glass manufacturer because it is thought that such data will determine the most advantageous temperatures for melting, fining, and working glasses.

A rotary viscosimeter of the Searle type is used in this work. This consists of a platinum resistance furnace which contains the fire-clay crucible filled with molten glass and a stirring rod, of the same material, which is free to rotate under the influence of a torque caused by a weight (W) attached to threads which wind around the drum (D). Thermocouples are placed at the side of the pot, underneath it, inside the stirring rod at the closed end, and inside the rod at the level of the free surface of the glass. The temperature is controlled by means of three coils: one around the crucible, one underneath it and one in the cover. It can be held constant within ±2 deg. C. throughout the range required in this work. When a suitable temperature balance has been obtained, a known weight (W) rotates the stirring rod and the time required for a given number of revolutions is measured by means of a stopwatch. This is started and stopped by a solenoid placed in a circuit which may be automatically closed once in each revolution.

The equation for calculating viscosity is:

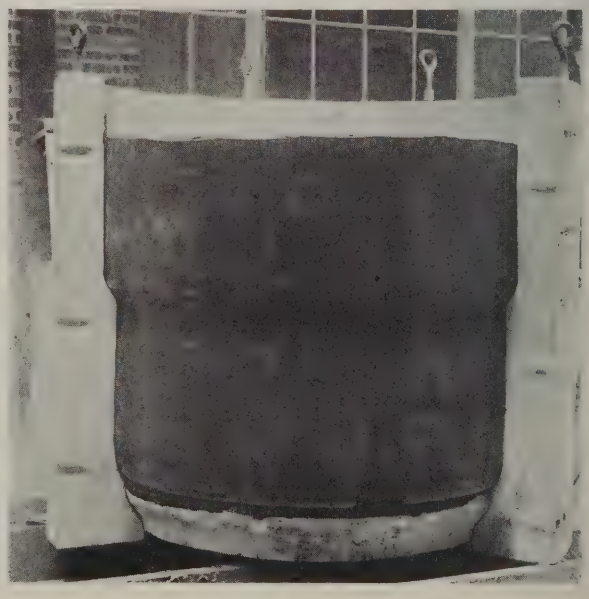
$$u = \frac{30\ \mathrm{Wgr}\ (d_2^2 - d_1^2)}{(h+k)\ N d_2^2 d_1^2}$$

where u = viscosity in poises.
w = weight in grams hung on thread.
g = acceleration due to gravity.
r = radius of drum (d).
d_1 = outside diameter of rod (R).
d_2 = inside diameter of crucible (c).
h = wetted height of glass on rod.
k = end effect.
N = angular velocity of rod in R. P. M.

Of these 30, r, g, u d_1 and d_2 may be considered as constants for practical purposes, and W, N, and h and k the variables.

It was thought that the proper values of W, N, h, and k had been found, but a study of the viscosity data which had previously been obtained and also the data on 27 determinations made during the early part of the current year, showed apparent inconsistencies which could not be reconciled. This necessitated a revision of the corrections being applied to the variables in the general equation which was accomplished by using a very viscous oil whose temperature-viscosity relations had been accurately determined with a Searle viscosimeter.

This series will be continued in the December 24th issue of the Crockery and Glass Journal.



Cast pot with the core and one section removed.

ECONOMY and EFFICIENCY

are the Ruling Factors in Advertising in the Housefurnishing field.

HOUSEWARES

is the **most efficient** because it has the **Largest Circulation by 25%** and is the **Most Economical,** because its rates are about **60%** less than its nearest contemporary.

Comparative Rates and Circulation of Housefurnishing Trade Papers

	Circulation	Annual rate per page	Cost per 1000
Housefurnishing Review	8100 (sworn)	$135.00	16.60
Housefurnishing Journal	4900 (sworn)	75.00	15.30
Home Equipment	2700 (A.B.C.)	80.00	29.63
Housewares (Dealer Circulation)	**10204** (sworn and proven)	**70.00**	**6.86**

Common Sense should dictate your advertising policy, business judgement rather than sentiment or long usage.

HOUSEWARES PUBLISHING CO., Inc.

45 East 17th Street :: :: New York, N. Y.

Write for further particulars

James J. Temple Appointed Sales Manager for Haviland China Co., Inc.

Coincident with important changes announced by the Haviland China Co., Inc., 11 West 36th St., New York, that the concern would be under new management and hereafter would confine itself exclusively to wholesale business came the announcement that James J. Temple, one of the best known figures in the French china business in this country had been engaged by the company as sales manager. This brings Mr. Temple back into association with a line which he has ever had a warm spot in his heart for, since his early days in the china business when he was buyer for the china department for Burley & Tyrell, Chicago.

He probably was one of the largest if not the largest buyer of Haviland china in the United States at that time. The turnover of the line was tremendous and one of the reasons for this was Mr. Temple's enthusiasm for the ware. Now after a lapse of years he will direct the wholesale sales organization for the line.

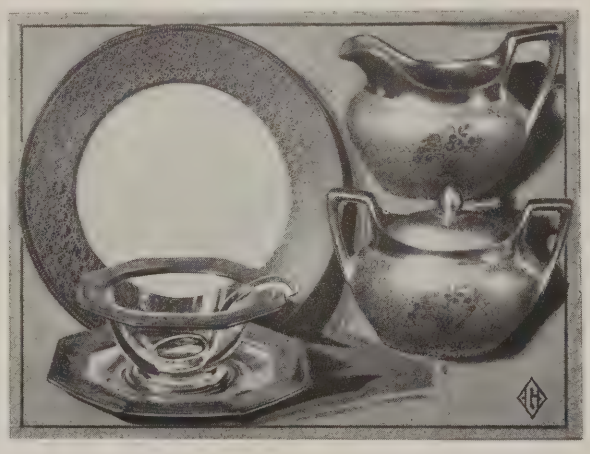
Mr. Temple is known from coast to coast by merchants and buyers alike and is considered one of the best posted men in the business. His wealth of experience from the time he started as a boy in Cincinnati includes several years with Burley & Tyrell, Chicago, succeeding this he went with Theodore Haviland & Co., New York, heading their traveling staff for a number of years. About ten years ago he left this place to accept the management of the American office of L. Bernardaud & Co. He resigned this position a year ago and became connected with the Geo. H. Bowman Co., Cleveland. B. Tomby & Co., needing a man of Mr. Temple's ability and qualifications to properly round out their selling organization he was engaged to go with this concern in November. Then came a flattering offer to go with the Haviland China Co. This being more in keeping with Mr. Temple's past experience and combined with his strong leaning toward the line he could not resist the temptation.

Taking the matter up with president F. J. Peters, of B. Tomby & Co., while reluctant to lose Mr. Temple's services, Mr. Peters kindly released him from his contract with his concern thus leaving him free to accept the Haviland offer.

Besides directing the sales organization Mr. Temple will give his personal attention to the trade in the Metropolitan territory as well as traveling when the occasion requires.

Besides Edward M. Ross, secretary of the company, associated for years past with the concern and who has a very wide and favorable acquaintanceship in the trade, will take care of the trade on the Pacific coast and in the Northwest, Geo. D. Harrison also will have charge of the Middle West; C. Harry Greene the East and J. Thomas Smith the South. These gentlemen are all too well known in connection with the Haviland line to need further comment.

The new officers of the company are, P. G. Van de Velde, president; J. G. Hope, vice-president; H. M. Drinkwater, treasurer, and Edward M. Ross, secretary.



Many Charming New Creations will be shown in our 1926 Line

WHEELING DECORATING CO.
WHEELING, W. VA.

Gold Encrusted and Hand Painted China and Glassware

Representatives

New York
I. Silverberg
2 E. Twenty-third St.

Los Angeles, Cal.
E. M. Bartlett
7 Los Angeles St.

Baltimore
L. S. Fiteman
404 W. Baltimore St.

R. D. Otto
Road Representative

Durham, N. C.
Julian Goldberg
313½ *Liberty St.*

Pittsburgh Exhibit in January. Ft. Pitt Hotel — Rooms 439-440. R. D. Otto, In Charge

VAIL AND YOUNG

Direct Manufacturers-Representatives

Glassware and China Products

Fifth Avenue Building
200 FIFTH AVENUE
Suite 319-321 — **NEW YORK** — Gramercy 6298

Representing

Belmont Tumbler Co.
Light Blown Tumblers Any Shape or Size

Coshocton Glass Corp.
Pressed Tumblers and Tableware

New Cumberland Glass Co.
Colored Glass a Specialty and Chimneys

Jackson Vitrified China Co.
Vitrified China for Hotels, Clubs, Steamships and Restaurants

MEET OUR MR. C. W. YOUNG AT THE ANNUAL

GLASS AND POTTERY EXHIBIT
PITTSBURGH, PA.
FORT PITT HOTEL
ROOM NO. 938
JANUARY 11th TO 30th, 1926

KLEVER KRACKS FROM KROCKERY

Is This a Social Error?

Down in Texas recently a host inquired of his guest, while at dinner, whether the guest would have some corn. The guest passed his glass instead of his plate.

His Bit

Conductor: "Change for Marietta! Change for Marietta!"

Hick Passenger: "Don't know who the girl is, but I'll chip in a dime."

No Doubt

If you see a young man out riding with a girl, and but one of his arms is visible, the other is around somewhere. —*Woodworkers' Record.*

Circulation Stopped

"Do you wish to marry again if you receive a divorce?"

"Ah should say not! Ah wants to be withdrawn from circulation."—*Bottles.*

A Hollow Story

She—"Don't you think Mary has pretty teeth?"

He—"Naw, yours have got her beat, all hollow."

—*Pittsburgh First*

Historic Notes

Paul Revere was the first radio fan. He broadcast with one plug.—*Columbia Crew.*

The Measure of a Man

Not—"How did he die?"
But—"How did he live?"
Not—"What did he gain?"
But—"What did he give?"
These are the units
To measure the worth
Of a man, as a man,
Regardless of birth.
Not—"What was his station?"
But—"Had he a heart?"
And—"How did he play
His God-given part?
Was he ever ready
With a word of good cheer,
To bring back a smile,
To banish a tear?"
Not—"What was his church?"
Nor—"What was his creed?"
But—"Had he befriended
Those really in need?"
Not—"What did the sketch
In the newspaper say?"
But—"How many were sorry,
When he passed away?"

—*Kansas City Times.*

Big Date Crop

"There are 23 crops in which California leads all other States in the Union." They are: Oranges, lemons, grapes, plums, cherries, pears, cantaloupes, tomatoes, lettuce, asparagus, beans, barley, raisins, olives, figs, walnuts, almonds, apricots, prunes, alfalfa, hops—and dates, with peaches.—*The Skyscraper.*

Then They Got Another Maid

"Mother, is our new maid a German?"

"Why, no, dear; why do you ask?"

"Well," said the little girl, "I heard papa speak to her in the hall last night, and he said, 'Goodnight, Hun'."

Precaution

"Didn't I see you going down the street the other day with an apple in your hand?"

"Quite so, old chap. I was going to call on the doctor's wife."—*B. H. S. Torch.*

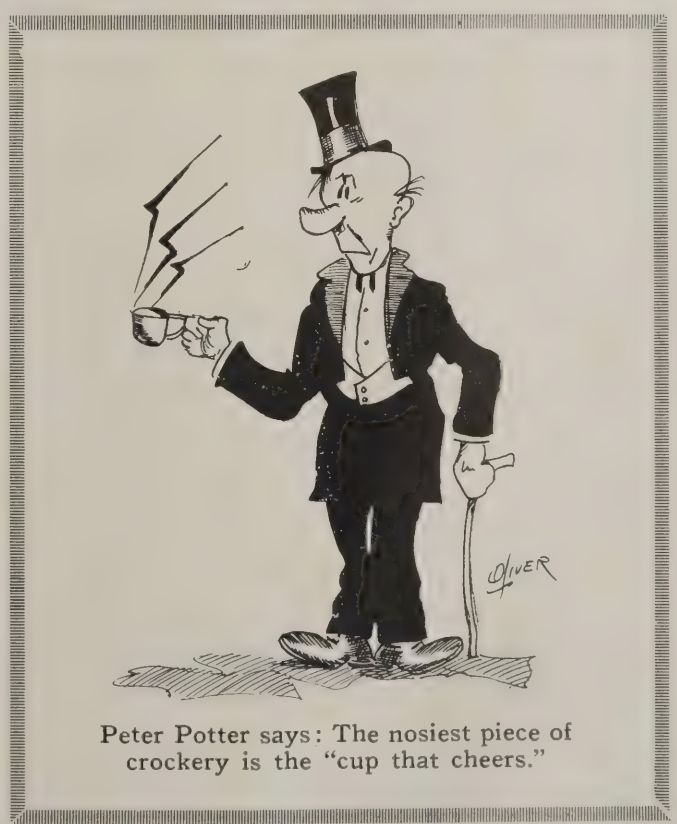
Some Excitement

"Were you excited on your wedding day?"

"Excited? Say, I gave my bride ten dollars and tried to kiss the preacher."—*Wabash Caveman.*

All gold-diggers are not minors.

Peter Wishes Everybody the Season's Greetings



Peter Potter says: The nosiest piece of crockery is the "cup that cheers."

BOSTON NEWS NOTES

By

Wm. G. McCarthy, Representative

WM. G. McCARTHY,
110 TREMONT ST.,
BOSTON, MASS.
ROOM 325

Boston Business Conditions Prosperous

BUYERS in the different stores in the Hub City report on the whole that business for 1925 has been quite satisfactory, although there had been times when a lull has been apparent. Towards the holiday season it was only natural that buying should be brisk. The sale of high priced china and glass has been particularly noticeable and the stock of these articles has been greatly depleted and in some cases wiped out. New York and Boston wholesalers have been put to it in order to fill the late demands. It seems that this condition has existed throughout the country. Money-eyed people who have been conserving their capital are being more liberal in their expenditures and Boston, which is perhaps the most conservative city in the States, has followed suit with the other larger cities.

All this presages for good business in 1926. For stocks that are depleted must be replenished. The condition of ordering little and often, rather than placing large seasonal orders, has obtained very considerably during the past year. The stores have come to the conclusion that the manufacturers must help in carrying stock. This, of course, places a greater burden on the manufacturers and importers.

But if it means for a safer business and dealers are willing to forego the lower quantity price, will not the difference make up for the extra bookkeeping and stock-carrying?

Is the extra trouble not a recompense, in a manner, for the lack of sleepless nights that have followed when larger and longer credits have been extended to firms, who perchance were not entitled to them and may have overbought themselves through the blandishment of the clever salesmen employed by manufacturers. Boston is not different to other cities only that perhaps it was among the first cities to curtail its quantity buying.

If the store trade and the textile industry will keep up in good condition during 1926, Boston will naturally benefit quite a little, as it is the largest metropolis near to these industrial centers.

There is a most optimistic spirit discernible throughout the crockery, glass and housefurnishing trade in general and buyers are looking forward to a good year ahead.

JOHN D. SULLIVAN, who has been traveling in the interest of Fisher-Bruce Co., Philadelphia, in Northern New England, has been given the entire New England and Northern New York territory, which he will cover during 1926.

FRANK P. JUDGE, JR., of the National China Co., Salineville, O., was in Boston last week calling on his New England representative, E. C. Wilgus.

MR. BAUER, of the Edwin Bennett Pottery Co., Baltimore, was in Boston last week.

JOHN O'TOOLE, of the Mitchell-Woodbury Co., was tendered a reception last week.

BUSINESS among the retail stores in Boston is reported as being exceptionally good. Large crowds are seen in the stores daily and apparently money is being spent freely.

Joseph Wallace, formerly with Mitchell Woodbury Co. of this city, although heading the china, glass and housefurnishing departments of Sperry & Hutchinson, in the great city of New York, is a steady week end visitor to his home town. Mr. Wallace has not yet taken up his residence in New York. He says that his position is one of great responsibility and keeps him extremely busy, especially since he has taken over the added duties of housefurnishing buyers.

Mr. Wallace is popular with his fellow workers and Boston is to be congratulated upon sending so worthy a trade representative to New York. The department he heads is a more attractive one, laid out in the most convenient form for buyers. His reports of business are most encouraging and all his lines have been well patronized. They include open stock dinnerware, both domestic and imported, English blue willow earthenware, Oriental China, from Italy, Germany, Bavaria, Czecho-Slovakia and England. Beautiful glassware from the Potomac Glass Co., No Nik glassware and cut glass from the Edinburgh & Leitt Flint Glass Co.

There are many reproductions of old English shapes and high grade cuttings and fac-similes of the old Waterford glass too.

In the No-Nik glassware there is a great variety of pantogram etchings, carried out on a complete line of stemware and other table glassware.

John J. Reed & Son
161 Summer Street Boston, Mass.
Direct Factory Representatives
China and Glassware
Dinnerware
Foreign and Domestic
Table Glassware
Plain, Colored, Cut, Gold and Etched Lines

George D. Dinkel
93 Summer Street
Boston
Mass.

H. P. & H. F. Hunt Co.
41 Pearl Street Boston Mass.

Factory Representatives

GLASSWARE
Decorated and Plain
Blown and Pressed

POTTERY
Bowls, Vases,
Bird Baths, Villa Pots

CANDLES
Hand Dipped
Decorated

ARTIFICIAL FLOWERS

Gift Shop Merchandise

Paul M. Phillips
111 Summer St.
BOSTON :-: MASS.
Representing
The S. A. Weller Co.

J. L. Pindar E. J. Tucker
CHASE & Francis
Manufacturers' Agents
122 Pearl Street, Boston, Mass.
Crockery in Bulk, Carload or Package Shipments
Representing
Wickwire Spencer Steel Corp.
Edwin Hill Hardware Rice & Co.
D. E. McNicol Pottery Co. S. E. Jordon Brush Co.

C. A. Clark
93 Federal St.,
Boston, Mass.
Opposite Chamber of Commerce Bldg.
Manufacturers' Agent
China & Glassware
Telephone Congress 2949

Murt S. Wallace
157 Summer St. Boston, Mass.
Direct Representative for:
Monongah Glass Company
Duncan & Miller Glass Company
Ebenezer Cut Glass Company
U. S. Glass Co's Ripley & Company Line
George R. West & Sons



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Flint Glass Factories Active

ACTIVITY in flint glass factories during 1925 has been good, considering the general condition of trade throughout the country, and production is declared to have equaled that of the preware years when shops were running full time. Since the late war, however, capacity of many plants has been augmented, thereby permitting larger production, and this in turn has resulted in greater selling effort.

Continued demand for the decorated line of glassware during the last year has been one of the happy situations, and because of this demand plants featuring such specialties have been in steady production throughout the seasons. In fact, department store buyers have openly declared that it was the decorated line of glassware that caused sales records to be kept at former levels.

And the demand for this line of ware has been steady through the fall season. Factories have been operating full time on these specialties. Mail orders have been heavy throughout the fall season, and as a result holiday shipments were exceptionally heavy.

Now that the old season is passing, and attention is being given to 1926 lines, and manufacturers have been very busy in this connection. A host of new items will be offered the trade in January that will reflect credit upon the designers. Colored glassware which proved such a good seller during 1925 will be featured in larger extent during 1926 than heretofore. New lines will be shown on colors and an effort has been made by producers to give buyers that something new.

So far as can be learned at this writing, the manufacturers hold that because of heavy retail buying, store stocks will be all but exhausted, and that this indicates heavy buying in January. In turn, this will mean steady operation of plants throughout the first quarter of the new year.

Deal Involved $1,000,000

It is currently reported in this district that approximately $1,000,000 was involved in the deal that gave the Ball Brothers Co., of Muncie, Ind., control of the plants of the Schram Glass Manufacturing Co., located at Sapulpa, Okla., Huntington, W. Va., and Hillsboro, Ill. By this purchase, the Ball interests take position in the front rank of glass producers in the United States, the production of the factories now under their control being up to that of the United States Glass Co., Hazel-Atlas Glass Co., and the Libby-Owens interests. The main officers of Ball Bros. Co., will be continued at Muncie, Ind.

With a capital stock of $100,000 the McDonald Glass Works, Inc., has been granted a charter and will place a factory in operation at McDonald, Pa., on the main line of the Panhandle railroad, 25 miles west of Pittsburgh. The company was formed by Garrett D. Bryce of Pittsburgh and his associates.

New Martinsville Co. Appoints Representative

The New Martinsville Glass Mfg. Co., through an arrangement just completed by General Manager Ira Clarke has appointed the George R. West Sales Co., as the representative for this company in the Western Pennsylvania district. A small sample line is now on display in the West Sales rooms, and after the close of the January exposition in the Ft. Pitt Hotel, additional samples will be transferred from the hotel display rooms to the West Sales rooms. A special room will be devoted to the display of the new Martinsville line by the West organization.

Complete Arrangements for Banquet

At a meeting of the banquet committee of the Western Glass & Pottery Association held here the evening of Dec. 10th, final arrangements for this annual event were completed. The dinner will be served in the dining room of the Kaufmann Department Store the evening of Jan. 19th. A special program of entertainment has been arranged for by the committee, according to Chairman Robert G. West.

A new line of decorated tumblers and decorated vases will be featured during 1926 by the Dunbar Flint Glass Co., of Dunbar, W. Va. The first of these samples are now being displayed at the factory and by some of the resident agencies.

Central Glass Works Saves on Fuel

A saving of approximately $2,000 per month in the fuel cost of the factory is reported by the management of the Central Glass Works, Wheeling, W. Va., as the result of placing in operating their new gas producer plant. The company has been using natural gas in its factory for many years. The gas producer plant was only recently completed and placed in operation.

Operations have been resumed at the plant of the Cameron Glass Co., Wheeling, W. Va., after a suspension of several weeks. During the idle period, a number of repairs were made to the factory.

Buyers Lamp ... Directory ...

Published every other month in the interest of those who buy, sell or manufacture

LAMPS, SHADES, Their Fittings and Materials

Minimum guaranteed circulation 7,000 copies to department stores, furniture stores, lamp and electrical shops and lamp and shade manufacturers.

Next issue January 1st, 1926

Advertising rates on application

DEMAREST PUBLICATIONS, INC.
45 E. 17th ST., NEW YORK

Chicago Office:
SCOTT R. TEIDMAN, MGR.
312 So. Clark St.



WHAT THE POTTERIES ARE DOING



Ring Out the Old—Ring in the New!

NINETEEN TWENTY-FIVE is passing! The morrow will bring into being a New Year.

And it is the belief of many interested in the domestic pottery trade that the New Year will mark one of the greatest epochs of the industry. The spirit is the thing.

A glance backward over a period of a few days and months composing the old year is to bring to memory some unusual situations. There is the trade situation. Business had a good beginning, but it fell off rapidly during the late spring and summer months. A heavy responsibility rested upon the shoulders of the manufacturers of dinnerware. Distributors adopted the hand-to-mouth policy of buying. The country was combed for business, but volume was not to be had.

Then came a change, but very late in the year. Buyers did not appear in the market as had been their custom on previous years. The game of watchful waiting was still being played until October, and then came the rush for merchandise that has kept plants very active until the present.

Manufacturers Prepared for 1926

But in the meantime the manufacturers of dinnerware began to prepare for 1926 business, but the routine of former seasons was not followed. The path of new development was traveled, and the aim of a score or more of dinnerware manufacturers has been to give the trade that something new for the forthcoming season.

Upon every pottery manufacturer and upon every pottery employee now rests the responsibility to do his or her utmost to make 1926 the best. The manufacturers have presented many new shapes. Quality production will go a long way toward making the sale of these new shapes a success. This means more business for the manufacturers, and in turn steadier employment for the employee. Should this spirit of services be maintained throughout the year by all associated with the American dinnerware industry, then when the record for the year is written there will be plaudits instead of regrets.

The American dinnerware industry has much to gain during the New Year. The happy co-operation between employer and employee will go a long way toward accomplishing this end.

And so the industry enters the New Year with hope and a bidding faith.

Ceramic Course Successful

While much good is being accomplished from the creation of a course in ceramics, now being offered by the East Liverpool High School, not only to grade pupils, but to those plant employees who are interested in "taking another step forward," a still greater step is to be taken by forming a class in modeling and designing. Back of this latest movement, which is one in advancement, is the State Board of Vocational Training, headquarters of which is in Columbus. It may follow that "Bert" Watkins, formerly engaged as a modeler and designer at Stoke-on-Trent, and now located at New Castle, Pa., will be prevailed upon to act as instructor for this new class. The development of such a class will ultimately give the district greater possibilities of original designs and that "something new" in which all distributors are interested.

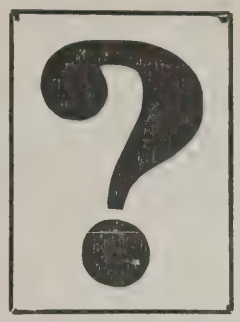
Banks to Consolidate

Announcement has been made by John W. Vodrey as President of the Citizens National Bank and president of the Vodrey Pottery Co., and J. J. Purinton, president of the First National Bank, and also of the East Liverpool Potteries Co., of a meeting of stockholders of both financial institutions Dec. 28th, at which time a vote will be taken on a resolution to consolidate both banks. An agreement has been reached between the board of directors of both institutions having to do with a consolidation, and this is to be approved by the stockholders. Approval will mean that the First National Bank will absorb the Citizens National Bank.

Steubenville Pottery Co. to Operate Two Plants

The old and new plants of the Steubenville (O.), Pottery Co., will be operated continuously for an indefinite period, according to an announcement just made by Harry D. Wintringer, president of the company. Their new plant located on a site overlooking the Ohio River north of Steubenville has been placed in operation, and at this shop will be produced the new ivory body and in two shapes. The white line of dinnerware will be continued in the original plant at Steubenville. The company by placing their new plant in operation has more than doubled their output, but a varied line is now being offered the distributors. All shapes of this company will be displayed at the Pittsburgh exposition in the Ft. Pitt Hotel in January.

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The estimated cost of the plant and equipment is $65,000, and Mr. Greer wants the town to furnish the building, to cost about $10,000, the site and a railroad siding. The plant would employ about 40 people and would have a capacity of 6,000 tumblers a day.

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A Store Founded on Adventure

H. C. F. Koch & Co.'s Store in Uptown New York Was Founded After Two Gold Rushes Proved Futile

By Ann O. Tate

THE average shopper in these days of everlasting rush is busy; but the busiest of all shoppers is the housewife and mother. The large department stores in the Metropolitan district whose wares are advertised so alluringly in all the papers are too far away and too inaccessable for some women, with small children who live up-town in New York, to shop in. Before a mother can leave her home there are certain household affairs to be attended to, the children must be sent to school and the baby taken to a relative or friend.

Then the rush and noise of the subway or elevated railway is so wearing, that often by the time she arrives in the shopping district she is too tired and confused to accomplish half of what she intended to do.

Often they have to stand around some time before being waited upon, then comes another wait for the change and parcel—for if she does not carry her parcels it means another day waiting at home for the delivery boy.

As the population has grown by such tremendous bounds, the shopping district up-town has grown also, and because of the need of the housewife today many young cities have sprung up within the great city itself.

In the year 1850, two adventurous young men, Henry C. T. Koch and his brother William, the oldest barely twenty years old, sons of an aristocratic family, landed on these shores from Europe.

They didn't pick up gold in the streets of New York, but they made a living, which did not satisfy their adventurous spirit, and when they heard that gold was discovered in Australia they left New York in 1851 and in due season landed in Australia. Evidently gold was not to be picked up there either for when the younger brother, William died, Henry C. T. Koch still determined to succeed, left Australia and went to the gold field of California.

He did not find gold there either, for in 1860 he was back again in New York, conducting a store with his father-in-law, John Heath. Just a small two-story wooden building, but the sign "Goods for the Million!" showed that he intended to "grow." He prospered from the first and for fifteen years his store at Carmine and Bleecker Streets, served the needs of the people.

In 1875 he moved to the corner of 6th Ave. and 20th St., but in 1891, he decided to invade a residential neighborhood and opened the present store at 132 W. 125th St. In four years he added two stories to his building and now it is one of the finest stores in the city.

When Henry Christian Frederick Koch died, in 1900, the city sustained a great loss, for he was a loyal citizen and a credit to this adopted country. His two sons, Edward and William now manage the store which is incorporated.



The above photograph shows the Koch & Co. Store gayly bedecked for its sixty-second anniversary sale when thousands jammed the building to take advantage of the great sales offered.

And so many a mother takes advantage of the large department store that is within walking distance of her home and wheels her baby with her, leaving it in safety in charge of two liveried men engaged by Koch & Co., for that purpose. The basement, where a wonderful show of china and glassware is displayed, is cool and fresh, bird cages with singing canaries are in evidence and artificial flowers added to the charm of the department.

This is the first of a series of articles by Ann O. Tate, which will appear from time to time in the "Crockery and Glass Journal."

Bureau of Standards Investigation

(*Continued from page 10*)

"partial density" method, gave a maximum variation of 0.43 per cent (0.011 actual density) from the observed values, while those computed by the Schott equation using the factors recommended by English and Turner, Baillie, and Schott gave a maximum variation of —4.5 per cent (—0.117) and +5.5 per cent (+0.141) when the silica soda ratio is 49:51. Using the partial density method in the Na_2O-CaO-SiO_2 series, the greatest difference between the observed and computed values was 0.72 per cent while the densities computed by the Schott equation, using the Baillie, and English and Turner factors, gave maximum differences of 1 per cent and 3.3 per cent respectively.

The index of refraction (N_d) is obtained from the formulae in Table III in which n_{d_1}, n_{d_2}, and n_{d_3} are "partial indices of refraction" due to the constituent oxides and a, b, and c are empirical constants.

TABLE III.

Equations and constants for determining index of refraction (N_d) *of silica-soda-lime glasses. Also, computed index for* 100% *of each oxide and observed index.*

$$N_d = (n_d)_1 + (n_d)_2 + (n_d)_3 + - -$$
$$(n_d)x = a(p + c)^b$$

	a	b	c	100% Computed	100% Observed
SiO_2	0.03875	0.8063	—10	1.4587	1.4585
Na_2O	0.01406	1.0193	0	1.5369	
CaO	0.01332	1.0690	+ 1	1.8516	1.725—1.83

The accuracy of the results obtained by this method justified the prediction that tables can eventually be prepared from which it will be possible to determine the composition of a glass from its density and index of refraction. This will furnish a very satisfactory method for controlling the uniformity of composition of glasses without the delay incident to chemical analyses. Also, it will be possible to compute with much greater accuracy than is now possible, the composition of a glass that will be required to give a specified index of refraction, which is a matter of extreme importance to the manufacturer of optical glass and to the designer of optical instruments.

Proposed Master Specification for Fire-Clay Brick

IN March, 1922, an investigation was undertaken, following a conference of government and industrial representatives, for the purpose of establishing the typical properties of commercial fire-clay brick. The laboratory work was completed in 1923 and correlated with the results of an extensive field survey. The information gained and the conclusions reached are given in detail in Technologic Paper No. 279 and, based largely on the data in this paper, a Master Specification of the United States Government for the Purchase of Fire-Clay Brick was developed and promulgated on January 22, 1925 (F. S. B. Specification No. 268).

The specification provides for six classes of brick and contains suggested uses for each case. The detail requirements are given in the table at the bottom of this page.

The specification further describes the methods to be followed in testing and these methods have been so devised that, with the exception of the Navy Similative Service Test the tests can be carried out with the usual equipment of a ceramic laboratory.

Proposed Master Specification for Plastic Fire-Clay Refractories

The Specification for Plastic Fire-Clay Refractories is being considered by the Federal Specifications Board. It provides for one class of material and specifies the following detail requirements:

1. The material shall contain not more than 65 per cent total SiO_2, calculated on the dry weight.
2. The softening point shall be not less than that of standard pyrometric cone No. 31 (approximately 1650 deg. C. or 3000 deg. F.)
3. The material as delivered shall contain not more than 15 per cent water calculated on the plastic weight.
4. The total linear dry-and-burned shrinkage shall not exceed 4 per cent.
5. When specified, the material shall pass the Simulated Service Test.

The specification also contains detailed instructions for sampling and testing.

Work of the Standards Committee of the American Ceramic Society

The first report of the Standards Committee of the American Ceramic Society contains the statement, "in the accomplishment of the work before us, probably the greatest assistance will come from men connected with Federal, State and University laboratories."

Class Designation	Silica Content (d) %	Minimum Softening Point (e) Cones	°C. approx.	Minimum number of quenchings (f) to produce failure	Absorption after reheating at 1400° C. for 5 hours %	Deflection in Load Test (g) %
SH 75 (a)	65 max.	31	1650	15	Not specified	Not specified
H 75 (b)	Not specified	31	1650	12	" "	" "
H 57	"	31	1650	5	6 min.; 16 max.	" "
M 73 (c)	"	29	1610	2	Not specified	" "
H 25	70 min.	28	1590	6	" "	3 maximum
M 7	"	28	1590	3	" "	4 "

(a) When specified, the brick shall pass the Navy Simulative Service Test.
(b) When brick of this class withstand the load test of Class H25 satisfactorily, they may be included in that Class.
(c) When brick of this class withstand the load test of Class M7 satisfactorily, they may be included in that Class.
(d) Determined by A. S. T. M. Standard Method C 18-21.
(e) Determined by A. S. T. M. Standard Method C 24-20.
(f) Brick to be heated at one end and quenched, from 850° C. to running water, in hourly cycles.
(g) Determined by A. S. T. M. Standard Method C 16-20.

Merchandising News from the Stores

Sales Notes Which Show What Well Known Retailers Are Doing to Promote Trade in China, Glassware and Allied Lines

By Beatrice Miller Wisner

THE glory of lamps is spreading its flaming torch reaching every city and hamlet, and the New York market is sparing no pains in exhibiting these popular luminators in window display and in the attractively arranged departments featuring lamps and shades. The lamp sections of department stores, adjacent to the china and glass departments are amazingly stocked with lamps and shades, predicted upon the large sales of these desirable products. Shades, brilliant in color, exquisitely fashioned in silk, some with two-tone combinations, and the voguish parchment shades bring together, with the newest metal lamp bases and standards, a fascinating ensemble for advanced seasons. Beauty and harmony in lighting effect shows careful thought on the part of manufacturers, in the development of shades and bases reflecting skilled art in the achievement of both lamps and shades.

Emphasizing the harmonious effect of window decorations, with lamps as striking attributes, W. & J. Sloane, New York, have struck a beautiful note in the display of exquisite lamps with alluring shades. The background of the window shows a most unusually attractive oriental hanging, with a Far East water scene. The lovely blue of the shimmering water, with characteristic boats, lends a charm to the background setting. The one-tone ecru color of the shades, developed in brocaded silk, splendidly tailored, with the blue green, and terra cotta tints of the lamp bases, is another feature of the noteworthy display proving an alluring spectacle for the passerby.

Vantine's, the House of the Orient, has given thoughtful consideration to the exhibit of useful and ornamental gifts, including beautiful dinner sets of clear white china with gold bands and handles, and gold stripe at the edge of the flat pieces, specially priced at $45.00; fine dinner sets with double coin gold band and handles, at $75.00 for 100 pieces. Noteworthy for the fineness of the china and modest price and tea sets in rainbow colors, of exquisite pattern, introducing old traditions, remarkably priced at $13.50. Gift boxes, with book ends of bronze, soapstone, carved wood and metal, featuring figures, heads and other unique designs, ranging in price from $7.50 to $15.00, are also enticing novelties for the coming season, displayed in the sections offering these gifts.

The lure of the orient casts its spell in a beautiful window display by B. Altman & Co., where exquisite Chinese rose quartz and crystal lamps are featured in a novel window arrangement. A brilliant rose curtain hangs at the rear of the window, and lamps with handsome light pink, violet and ecru silk shades beautifully embroidered in self colors, give a note of elegance to the total effect. Handsome Chinese chairs and tables grace the foreground with rugs, lamps and floor give additional beauty to the harmony and decorative treatment.

Super values in dinner sets mark the splendid offerings of Gimbel Bros. in the china shop. Beautiful Limoges china dinner sets at $19.85, open stock, in delicate floral sprays and coin gold stippled handles, of 51 pieces, are extraordinary values at the modest price, Pilgrim bird pattern, in striking rich coloring and design, 100 pieces at $179.50, imported china dinner sets, with pure white body and dull gold band and handles, of 100 pieces, at $34.50, American porcelain sets, of 100 pieces priced at $25.00, handles of burnished gold and lovely border design, are fine examples of the special sale. Among the glass offerings are lovely gold encrusted glass sets, consisting of six goblets and pitcher, six fruit salad or sherbet glasses, and beverage glasses, a man's set of golden glow stemware, old English style consisting of a highball, six cocktail and six wine glasses, and six footed whiskey glasses, are also astounding values at special prices.

Ovington's, "The Gift House of Fifth Avenue," brings a host of useful china gifts for the careful and discriminating shopper. Beautiful dinner service in lovely patterns, of 103 pieces for $285.00 and 55 pieces at $170.00 for the set, in open stock, are among some of the Ovington values in the china department. In view of the many approaching feasts, dinner service is in constant demand during the winter months, and new patterns and shapes are constantly being offered. The conservative purchaser will always seek a shop that keeps open stock patterns in dinnerware service, as breakage of china is a surety and often carries no insurance. In selecting from many of the beautiful patterns offered by Ovington, there is ample reserve, even to the cup and saucer, which can be duplicated.

Woolworth's Have Novel Display

A novel window showing quantities of bulbs in attractive recepticals, is being featured by the Woolworth chain stores. The bulbs are massed in bowls with artificial grasses, and decorated boxes with Japanese peat and pebbles for growing these bulbs surround the window. Bunches of artificial yellow flowers and green foliage add to the background, while numerous glass flower holders and lovely little imported lustre vases in blue, orange and yellow give an effective foreground for the enticing display.

Income Tax Department

Conducted for The Crockery and Glass Journal
By M. L. Seidman
Seidman & Seidman, Certified Public Accountants

This is the seventh of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

The Capital Gains Tax

In the last article consideration was given to the computation of the earned income credit. It was there noted that in the great majority of the returns filed the actual tax due was determined by adding the sum of the normal and surtax less the earned income credit. Attention was also directed to the capital gain tax which must be considered in a good many instances. This will be the subject of discussion in the present article.

The purpose of this capital gains tax is to furnish a measure of relief to persons who realize in one year profits from property which has been held for a period of years. Similarly, the reduction in the tax on account of losses sustained in one year from the disposition of property which has been held over a period of years is limited by the tax law.

The benefits of this relief provision are limited to capital gains as defined by the Revenue Act. The law defines capital gains and capital losses to be gains or losses resulting from the sale of a capital asset. A capital asset is in turn defined as property, except stock in trade, held for more than two years. These definitions, which are taken from the 1924 Revenue Act, have been carried forward without change in the new revenue act as proposed to Congress by the House Ways and Means Committee. It is noteworthy that this property which must be held for two years, need not necessarily be property held for profit, in order to constitute a capital asset. The definition includes property held for personal use, such as a personal automobile and a home. All that is necessary is that the property be held for a two year period, irrespective of whether it is held for profit and whether or not it is connected with the trade or business of the person involved.

The relief afforded by the capital gains tax is the limitation of the tax on such gains to 12½ per cent of the amount of the capital *net* gain. Capital *net* gain is the excess of capital gains over capital losses. Thus, if in 1925 A sold securities for $100,000 which he had purchased for $50,000 in 1915, A realized a capital gain in 1925 of $50,000. However, if A sold in 1925 other securities for $15,000 which he had bought for $25,000 in 1920, A has thereby sustained a capital loss of $10,000 in 1925. His capital *net* gain is therefore the difference between $50,000 and $10,000, or $40,000.

Under the law the tax on such capital net gains is limited to 12½ per cent, regardless of the amount or rate of tax paid on other income, and so in this case, if A had other income of $25,000 in addition to the capital net gain of $40,000, his tax would be computed as follows:

We shall assume that A is a married man with no dependents and his earned income is $5,000. In this case, the normal and surtaxes on the ordinary income of $25,000 would amount to $1,607.50. To this is added the capital gains tax of 12½ per cent of the capital net gain of $40,000, or $5,000, making the total tax $6,607.50.

Now let us see just what A's tax would have been if he did not take advantage of the lower rates provided by the capital gains tax. His total income would then be the sum of $40,000 and $25,000, or $65,000. The total normal and surtaxes on $65,000 in A's case would then be $10,067.50. As we have seen, the total tax computed with the benefit of the capital gains provision is $6,607.50, so that the saving which A receives through applying this relief provision is $3,460.

Of course, it is recognized that in a good many cases the taxpayer is not paying as high a rate as 12½ per cent on his ordinary income. Such a taxpayer may possibly increase his tax under the capital gains provision. Here the law makes it entirely optional with the taxpayer as to whether he wants to take advantage of this section. Obviously, this provision should be used only in such cases where it works out to the benefit of the taxpayer; otherwise, he should not elect to be taxed under the provision. The thing to do is to work out the tax in the ordinary way, as if there were no capital gains tax, and compare it with the tax computed under the capital gains section. Whichever shows the smaller tax is the method to be followed. A hard and fast rule cannot be laid down covering just when this provision should be taken advantage of, and when the point is reached where the capital gain section will work out against the interests of the taxpayer. This is necessarily so because of the numerous possibilities under the tax law. However, it can be said with exactness that where the income including capital gains is less than $23,000, it is best not to report on the capital gains basis, and likewise, where the total income including capital gains is more than $23,000, the capital gains provision

(*Continued on page 24*)

He Started With His Business in His Hat

Thirty Years Ago F. I. Marsh Began His Career As An Electrician and Later Opened An Electrical Store That Has Evolved Into A Lamp Shop—"It's A Natural Growth," He Says

By Norton B. Jackson

"THE electrician has gradually evolved from a man carrying his business in his hat to the proprietor of an establishment selling a complete line of lamps and lighting fixtures and carrying a stock of $10,000 and upward."

This statement was made by F. I. Marsh, erstwhile electrician, and now joint proprietor with his son Herbert, of a flourishing lamp shop in East Orange, N. J., in relating the incidents relative to the growth of his establishment from an obscure electrical shop. The Marsh lamp shop is reputed as being as fine as any in New Jersey and a visit to this modern store with its beautiful showrooms puts the stamp of authenticity on this assertion.

Mr. Marsh's career and the subsequent growth of his establishment might well furnish the inspiration for an Horatio Alger story. Thirty years ago when he was a young man bubbling over with ambition but short in wealth, F. I. Marsh embarked on his career as an electrician. He worked from early morn 'til long after dark and in various places and departments of the electrical trade, even working in the Brooklyn Navy Yard in order that his experience might be more full.

Has Had Varied Experience

The experiences of this quiet little man who with his son Herbert, conducts the largest lamp and lighting fixtures business in the fashionable Oranges, are many. In 1905 he was offered the superintendency of an electrical contracting firm in East Orange and this was the cause of his moving to this city. Poor management on the part of the proprietor of this firm resulted in the company going into bankruptcy and Mr. Marsh, through no cause of his, found himself without a job. But he was not the type to be easily discouraged and set about establishing a business of his own in the other end of town. He had made many friends in East Orange and these, knowing his thoroughness in his work, swung their business his way. As a consequence his business prospered.

"In those days," declared Mr. Marsh, "my business was practically all electrical installation work but since then there has been a steady process of evolution in the electrical business. Electricity has come into more general use and there have been numerous building booms. Then too, more thought has been given to beautifying the home. As a consequence there has been an evolution in the electrical business. Where people required a small installation job they now not only require the installation of electrical fixtures but of lamps and lighting fixtures as well. Naturally they turned to the man who was putting in their electrical equipment for these.

"Gradually the electrical store grew into a lamp shop. The business may be likened to a tadpole. Like a tadpole it was at first just a small thing but gradually it grew. It took shape and spread out into an important enterprise and in time became a full grown frog or business. The electrical shop began to add to its stock other fixtures than the ordinary electrical supplies. Naturally these consisted of lamps and shades and other lighting fixtures.

Business Required Manager

"In 1920," Mr. Marsh continued, "my business increased to such an extent that it was too much for me to handle alone. I required a wide awake manager and my son Herbert came into partnership with me. Then in 1923 we moved our business from the small shop in which it was located to our present establishment in East Orange where we opened with a large stock of lamps, shades, lighting fixtures and of course electrical equipment, radios, batteries and the like."

Mr. Marsh cited an example of the work done by the firm. A wealthy resident of East Orange recently built a new home in that city. She visited the Marsh showrooms and purchased five floor lamps and the lighting fixtures and equipment for her new home. In five days the lamps as well as all electrical equipment had been installed in the new home to her complete satisfaction.

"Yes it has been a natural growth," stated Herbert Marsh in seconding his father's version of the evolution of the electrical installation work to lamp selling and installation. "Lamp selling has just come about as a natural sequence."

Another version relative to the firm's growth was given by the elder Marsh. "Time was," he said, "when the ordinary floor lamp so common today was generally considered a luxury which only the wealthy could afford. Today there is the biggest demand in my experience for this article. Where the floor lamp once sold for $25 to $50 a good one can now be purchased for $12 to $15. They are now available for all where once they were a luxury. The lamp business has been a natural growth of the electrical business."

Aside from being a prominent leader in his city's politics, Mr. Marsh is president of the Master Electricians' Association of the Oranges and Newark.

Don't Exaggerate the Value of Your Goods

Legally, Caveat Emptor Usually Applies —But There Are Important Exceptions

By O. H. Brinkman, *of the Missouri Bar*

"MADAM, I can assure you that when this electric washer wears out, your grandchildren will be grandparents!" You overhear an enthusiastic young clerk make that "strong" statement to one of your customers. You realize that it may easily happen that this prophecy is not fulfilled—and the customer may come to you for an unpleasant—and one-sided discussion.

She may even say, "I shall report this to the sheriff!" Customers have been known to do such things.

What's the rule of law that governs the representation of merchandise to retail customers, and the store's responsibility or liability for misrepresentations? It's usually that of *"caveat emptor,"* meaning "Let the purchaser take care." There are important exceptions, dependent on circumstances, and, to paraphrase the words of an old song, the rule might better be expressed in this way: "Sale-er take care, buyer beware."

According to the law books, *caveat emptor* means that the purchaser buys at his own risk, unless the seller gives an express warranty or unless the law implies a warranty from the circumstances of the case or the nature of the thing sold, or unless the seller be guilty of fraudulent misrepresentation or concealment in respect to a material inducement to the sale.

Always, of course, the seller of a chattel or personal property, warrants or guarantees his title and right to sell the article—but the quality and value of the article are ordinarily matters of opinion, equally known to buyer and seller, and from the days of the common law of England the merchant has had right to "purr his wares."

A salesman says: "Why, you can't go wrong on that aluminum kettle, it's a $6 value for only $3.75." No liability there—for the customer has no right to depend on the salesman's opinion or estimate of value.

The distinction between "puffing" and plain lying was stated by a Federal court as follows:

"The doctrine as to latitude which is afforded a merchant in commending his goods has no application to false representations of material facts which are in their nature calculated to deceive and are made with intent to deceive."

This happened to be in a case (appropriate word) where the postoffice department had stopped the *flow* of mail to a firm which in pre-prohibition days advertised, "Four quarts of Old Hand-made Whiskey for only $3.00, delivered to your door in plain package. These goods are distilled at our own distillery, (shown in illustration) from selected grains, aged for 14 years, and are equal to the best imported brands." Unfortunately, the firm which did the advertising had no distillery as pictured; the liquor they purveyed was about 14 hours old, instead of 14 years, and as to its quality the learned Judges had nothing to say, whatever they thought.

Exactly the same rule has been applied to the sale of "genuine imported china"—imported from and made at Hick's Mills, N. Y. It may be good china, but the purchaser has a right to rely upon the salesman's representation that the merchandise is genuinely imported from Austria, because this is a matter in which the buyer necessarily depends on the seller's superior knowledge. The parties in such a transaction do not stand on equal footing in respect to the means of determining a matter of *fact,* as distinguished from a matter of opinion.

A salesman may tell a customer that the vacuum cleaner he sells is very economical to operate, and get away with it, so far as the law is concerned; but if he says that with ordinary use the vacuum cleaner will not consume over $3 of current a month, he is making a warranty, in the opinion of many courts, and if such a representation is untrue, recovery may be obtained by the customer.

A meat grinder which has latent defects not apparent upon the customary examination, need not be paid for by the buyer. Neither need a customer pay for combination range, replevined from the family which made a down payment, then forgot the rest,—when the range was displayed with new stock and nothing said of former sale.

Merchandise actually delivered must at least be very near in appearance and quality to floor samples. However when Alexander Jones, the house furnishings man, sells Mrs. Smith linoleum which he guarantees to be the best on the market, he really isn't guaranteeing anything at all, as a matter or law, for he's merely expressing his own opinion; wherefore, if Mrs. Smith, after assiduously using said linoleum finds that her neighbor's linoleum seems to do better, she has no legal recourse, whatever her moral rights (and left jabs) may be.

Of course, an article sold for a particular or designated use must fulfill the purpose; but the statement that, "It will save you steps for years" is merely an expression of a forecast, opinion, or expectation as to utility, service, or performance and *Caveat Emptor!*

The great majority of Home equipment dealers, of course, have little occasion to quibble about the quality of their merchandise—but ever and anon they must confront a customer whose real grievance, though carefully veiled, is that they paid the merchant a little more for better merchandise than the subsequently advertised price of a mail order competitor. In which case, it's well to know what the law really is when the other fellow talks about "gar-an-tees" and lawsuits. Between "puffing" and guaranties there is a wide gulf.

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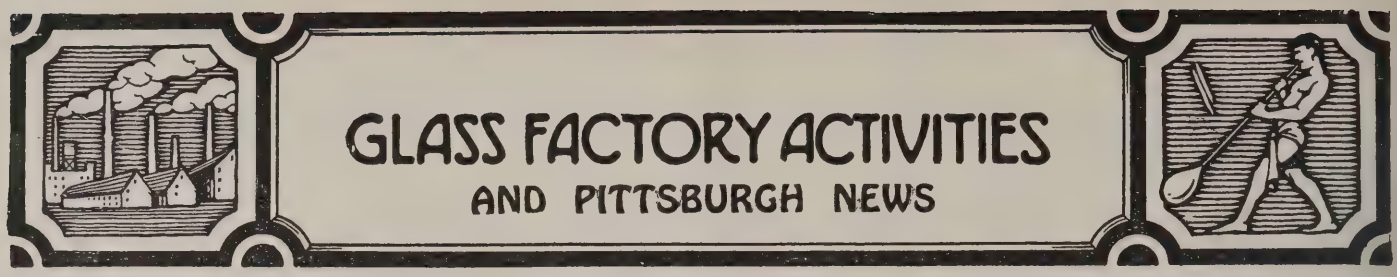
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Manufacturers Point Guns Towards 1926 Season

WITH shipments for the holiday season over, flint glass manufacturers are now turning their attention to the 1926 season, and the shipment of merchandise for January sales. For months past most all factories have been concerned in developing lines for the new year, and now that this task has been finished, the next step to be taken is the arrangement for the January sales campaign.

Scores of glass manufacturers will exhibit their new 1926 lines here during the Pottery and Glass Exposition which will open Jan. 11th and continue for three weeks, closing Saturday, Jan. 30th. Early indications are that the forthcoming sales exposition will be the most elaborate ever staged in this market. There will be more lines shown than in former years, and more manufacturers will be represented in larger numbers than formerly. Because of the publicity campaign being carried on by the Associated Glass & Pottery Manufacturers, it is very likely that the number of buyers visiting the market will hit a new peak, although all records for buyers visiting the market were cracked last January.

It has been indicated that a number of changes in the selling forces of the different factories will be announced within a fortnight. Some changes have already been made known, and here and there factory sales forces have been reorganized. Some new faces will very likely be seen in some of the exhibit rooms during the coming sales season.

Manufacturers of flint lines are of the opinion that 1926 trade will be good, and some have declared that advance orders for first quarter delivery are heavier than for the corresponding period a year ago.

New Martinsville Reorganizes

A reorganization of the selling force of the New Martinsville Glass Manufacturing Co., New Martinsville, W. Va., has been announced by General Manager Ira M. Clarke. The sales organization for this interest for 1926 is composed as follows: A. C. Riddel Co., Los Angeles, Calif.; Harry Gabriel, San Francisco, Calif.; I. M. Ober, Denver, Colo.; L. H. Simpson & Co., Chicago, Ill.; George H. West Sales Co., Pittsburgh, Pa.; Morris Lando, Cleveland, O.; James P. Gordon, Rochester, N. Y.; Frederick Skelton, New York; C. J. Rosenfield, Boston, Mass.; Charles Mullis, Cincinnati, O.; National Glass Co., London, England.

In addition to this list of resident representation, additional agencies are now in process of being installed at Miami, Fla.; Winnipeg, Manitoba, for western Canada and at Toronto, Canada, for Eastern Canada. "It is our intent to cover the United States like the dew," declared Mr. Clarke.

During 1926 this factory will give special attention to items that will retail for $1, and a complete display of such a line will be a feature of the Pittsburgh display of this factory, which will include crystal, decorated, etched and colored and cut glassware. Included in this list will be a number of items upon which patents have been granted.

"Relative to the outlook for business for 1926, from all indications it looks like it might at least, for the first six months of the year be very good," said Mr. Clarke. "We are increasing our melting capacity to a great extent owing to the heavy demand we are having for our colored glass line."

Paden City Specializes On New 191 Line

The Paden City Glass Mfg. Co., of Paden City, W. Va., of which David Fisher is president and General Manager, proposes to specialize on their new 191 line during 1926, which consists of items, for the hotel, soda fountain and home use trade. "This line will be a big feature during the Pittsburgh Exhibit season," Mr. Fisher declared. The new line is to be offered in colored and crystal glass. In addition to this line this company will also show for early 1926 delivery, a new line of colored glassware for the cutting and decorating trade, and also for the department store trade.

"From present observation," Mr. Fisher continued, "the outlook for 1926 should far exceed the business of the old year. Colored glassware will no doubt have the call for the coming year, yet we have experienced a wonderful sale in crystal glass. We are preparing to take advantage of increased business and are now in the midst of building a new continuous tank to take care of our increasing business in this line."

Central Glass Works to Show Line

"It is our purpose to exhibit in Pittsburgh during the January sales period one of the most up-to-date and best retail lines of glassware ever shown before," declared J. Cecil Fee, general manager of the Central Glass Works, Wheeling, W. Va. "We have added to our pressed line several new designs in perfume bottles, candlesticks, comports, covered water pitchers, lunch trays and also salad plates. We are also bringing out quite a few new items in our 'Chippendale' table line which will be ready for delivery early in January, and in addition we will have a number of new beautiful decorations on our No. 2000

pressed line and gold encrustations for our stemware and tumbler line."

By motorizing this plant, the company has made this factory one of the most modernly equipped glass factories in the United States. It has also just completed a new gas producer plant at a cost of $100,000 and is now connected in all departments with this fuel, eliminating the use of natural gas. The old type of hand-pulled lehrs have also been scrapped and there has been installed in this factory automatic muffle tupe lehrs. All of these improvements tend to increase production both in the factory and decorating departments of this factory.

Columbia Glass Co. Factory Improved

The Columbia Glass Co., of Fairmont, W. Va., of which Glenn F. Barns is president, have had their factory undergoing extensive improvements during the last few months, all with a view to increase production. This improvement program is now nearing completion, and as a result the company will have a greater output in 1926 than ever. "In fact we have practically rebuilt our plant during the last year," commented Mr. Barns. "We are going into the production of a fine quality of opal glassware on a larger scale than ever before, and this will mean that we will make many more items than heretofore. We are anticipating a large increase in business in 1926, and we are completing our factory extension program with this thought in view."

Carl Sloan in Charge of Jeanette Exhibit

Carl S. Sloan, treasurer of the Jeanette Glass Co., Jeanette, Pa., will have charge of the exhibit of this firm at suite 673, Ft. Pitt Hotel during the January selling season, and he will be assisted by C. J. Robinson, who recently became associated with this organization.

The Jeanette Glass Co. is bringing out a new line of colored glassware for 1926 delivery in two very popular shades, namely, green and a warm, rich amber which has been called Topaz. This colored line will be shown in a large variety of items, and will be featured during the January market.

"Business has been excellent with us during 1925," remarked Mr. Sloan, "and we anticipate an even greater volume during the new year. We have anticipated an increase in business, and with this thought in mind we have just finished repairing one of our large tanks, so that we will be able to handle a large volume of business during the coming year."

Appoint Chicago Representative

Announcement has been made by the Co-operative Flint Glass Co., of Beaver Falls, Pa., of the appointment of F. T. Renshaw as the Chicago, Ill., representative for this factory. He is succeeding W. B. Andrews, deceased.

"From present indications we are of the opinion that there will be plenty of business for all glass manufacturers during the new year," said C. W. Kline, secretary-treasurer of this company.

OUR ADVERTISING DEPARTMENT

Results for clients have built this department until it now engages all the time of three advertising men and nine artists, handling the planning, writing, illustrating and placing of advertising for more than a dozen clients.

LET US TALK TO YOU ABOUT YOUR ADVERTISING.

ROBERT RAWSTHORNE COMPANY

ARTISTS : PHOTOGRAPHERS : ENGRAVERS
PRODUCERS OF DISTINCTIVE ADVERTISING
"Pittsburgh's Complete Advertising Service"
HEEREN BUILDING AT EIGHTH AND PENN
PITTSBURGH, PA.



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives:

New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — W. B. Andrews, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



Plant Activity Should Show Increase

A GENERAL survey of the general ware pottery industry has brought out this thought on the part of the manufacturers, and that is, the business situation for the first quarter of 1926 has an exceedingly bright outlook. Orders for early delivery in 1926 are now being received by the manufacturers, and with retail sales being reported heavy during the holiday season, indicates that retail stocks and those in the hands of the jobbing interests are low.

This means that replacements will be wanted early, and insures the operation of generalware plants on favorable schedules throughout the first quarter and well into the second quarter of the new year.

The large mail order houses and also the installment concerns have reported an active demand for dinnerware during the last two months, and these stocks are also low. Coupled with the usual heavy January demand, manufacturers maintain that production schedules during the early part of the new year will be up to the normal of past seasons.

Because of the host of new shapes and patterns that have been placed on the market for 1926, is another reason why plant activity should show an increase. With 21 new dinnershapes and hundreds of new patterns now ready for 1926 delivery, all of which are to be featured during the January buying season, gives every indication that buyers will be more interested in these new lines than heretofore.

Sample lines of all new dinnershapes and decorations have been placed on view in all resident sales rooms throughout the country, and buyers who will be unable to visit the local or Pittsburgh market next month will be able to view all new offerings at or near home points.

The contract has been awarded by the Mayer China Co., Beaver Falls, Pa., for a two story addition to their plant, which will be constructed of brick and steel. The addition will occupy a site 160 by 46 feet, and is required because of the increased requirements being made upon this concern.

"Santa Maria" Shape Has Grecian Lines

The new "Santa Maria" dinner shape of the Atlas China Co. has a decided Grecian line, and therefore quite distinctive from any previous shape ever offered by this company. This new shape is now ready for 1926 delivery, and will be shown at length at the Pittsburgh exposition in the Ft. Pitt Hotel, and also at the Chicago Furniture Mart, where a permanent display will be maintained by this interest. The company, however, on account of the heavy demand for it, will continue its Liberty Colonial dinner shape, and is now at work modeling another new shape which will be known as the "London Ideal," and which will be displayed in part at the Pittsburgh exhibit. Shipments of the latter shape will be available early in 1926, although on other shapes of this firm, produced both at the Niles, O., and the Cambridge, O., plants are now available for immediate forwarding.

To Show New Crooksville Dinner Shape

The new "Hostess" dinner shape of the Crooksville China Co. will be shown in complete form at the Pittsburgh Exposition, it is announced by Guy E. Crooks, secretary-treasurer of this company. For almost two years the company was engaged in developing this new creation, which is a decided departure from any shape heretofore introduced by this company. All hollow ware in this shape is footed. The shape is an embossed design, and this feature is carried out on practically every piece in the set. Samples of this new shape will be shown at all resident sample rooms of the company at the beginning of the new year.

British Employment Conditions Poor

In an effort to relieve the unemployment situation in the British pottery industries, private advices received in this district from the Stone-on-Trent district within the last week announce that over 1,000 more unemployed potters are reported than the records of a year ago disclosed. As a result of this record of unemployment, an appeal has been made by North Staffordshire Chamber of Commerce and a campaign has been launched to obtain the use in all hotels in the British Empire and its possessions, pottery manufactured by the British industry. It is claimed that considerable ware manufactured in France and Czecho-Slovakia is now being used by British hotel owners.

S. A. Weller Co. to Show Complete Line

A complete new line of art pottery will be shown by the S. A. Weller Co., it is announced by W. J. Gitter, manager of sales, in addition to a number of new items that have been added to the present lines.

The Weller Company has been gradually making changes at their No. 1 plant, and while no new buildings has been contemplated, the company will soon have this plant completely modernized. General business conditions with this company during 1925 have been very satisfactory, and the company can see no cause why 1926 will not be equally as good or better.

Mayer China Has Underglaze Patterns

An entire new line of underglaze decal patterns on their vitrified hotel line will be shown at the Pittsburgh exhibit in January by the Mayer China Co., of Beaver Falls, according to Arthur E. Mayer, President of this company. This is an entire new addition to the production of this plant. The new patterns are something very distinctive and it is felt that they will become very popular with the trade. As shapes in the vitrified hotel line are very much standardized by the Bureau of Standards, Washington, D. C., and the hotel trade in general, no new shapes will be produced by this firm this season.

No New Shape for Paden Pottery

The Paden City Pottery Co., of Paden City, W. Va., will have no new shape to show the trade in 1926 according to Charles U. Harris, vice president of this company, it being the intent of the corporation to stand pat on their present shape. The line will not be shown at Pittsburgh next month.

"Business during 1926 should be good," according to the view of Mr. Harris, "but we are making no predictions as the past few years have told us we are liable to be disappointed."

This company will add another decorating kiln to its battery within the next few months, thereby increasing the capacity of its decorating department.

Jackson China to Have New Border Patterns

A number of new engraved print border patterns are being designed at the plant of the Jackson Vitrified China Co., of Falls Creek, Pa., all of which will be original, and will be shown for the first time for the 1926 trade, according to an announcement made this week by General Manager W. J. Frey. These patterns will be used for underglaze treatments.

"Our object is to get away from the common practice of copying other print patterns and modifying old patterns and calling them new designs," Mr. Frey declared. "Our plant has been working up to capacity, and we now have plenty of orders on file for continuous operation for some time to come. The outlook for 1926 for our company is very promising, and we are anticipating the largest business in our history during next year," Mr. Frey concluded.

Fulper Pottery Line Same

The art line of the Fulper Pottery Co., of Flemington, N. J., will be substantially the same in 1926 as it has been during 1925, announces W. H. Fulper, excepting some changes in glazes. There will be added approximately twenty new numbers to the line, however. In the line of hand decorated and translucent porcelains will be included approximately forty new numbers and new decorations.



Examples of china containing design inspiration. Recently a styler when showing a striking and artistic design said its motif was derived from porcelains. Fabric designers, in studying the venturesome spirit of the designers in other channels, find a new field of inspiration for their own lines. Often the designs on historic china constitute an individuality that is well worth studying, and might profitably be re-applied.

CAUGHT IN THE NEWS NET

THERE are few men who in a quiet way work more energetically than D. King Irwin. There is no bristle, nor are there any pyrotechnics apparent, but at the end of the year, when business is summed up and results disclosed, many of the smart agents, who show much exterior activity, would like to swap figures with D. King. Don't for one minute get into your head that Mr. Irwin is not a hustler, for he is, but his current, like deep streams is swifter below the surface.

John Postley, well known as a salesman in the housewares field, being formerly associated with Chas. A. Postley and later in business for himself, has accepted a sales position with A. Leipzig, Inc., 881 Broadway, New York, the well known manufacturers of baskets. Besides the Metropolitan territory he will call on the trade in Philadelphia, Baltimore and Washington.

Gustave Silverberg, who has been connected for the past year with his father, I. Silverberg, New York representative for the Wheeling Decorating Co. and other lines, bids fair, as the years roll by, to become quite as popular with the trade as his father. He will take charge of the business while his father is in attendance at the Pittsburgh Show.

To have stuck close to the grindstone for many years without a let-up, is the record of W. E. L. Wells of Nathan Straus & Sons. Therefore it is with pleasure his friends will hear that he is going where buyers won't bother him for two or three weeks. In fact he is going up in the world, to one of the highest points in New York, Tannersville in the Catskills. Here Mr. Wells will enjoy the hospitality and congenial association of friends and relatives, where they can talk over all kinds of interesting things before a big pine-log fire with the blazes leaping up the spacious chimney of the open fire place. He will be able to listen to the wind howl, see the snow flurries and feel that janitors, kings of steam-heat, or New York coal supply does not interest him a bit. Then during the day he will have the wonderful hills to climb and the ozone, out of the bracing air, to inhale. The sales staff will have to watch out when he comes back all "pepped up" with the Catskill atmosphere. The result will be diametrically different to Mr. Wells than that of old Rip Van Winkle.

Announcement has been made of H. H. Knowles of Santa Clare, Cailf., having become associated with the Greenwood Pottery Co., and the Anchor Pottery Co., of Trenton, N. J., as the San Francisco, Calif., representative of these firms. Mr. Knowles was formerly associated with the pottery industry in East Liverpool and went to California several years ago.

Gordon Wohlenberg, formerly manager of the house-furnishing department for Sperry & Hutchinson, paid a visit to his old associates this week and incidentally was a caller at the office of the CROCKERY AND GLASS JOURNAL. Mr. Wolkenberg has some interesting matters in hand which will bring into play his buying ability.

Announcement has been made that the Cowan Art Pottery Co., Rocky River, O., has appointed the George R. West Sales Co., of Pittsburgh, Pa., its representatives for the Western Pennsylvania district.

Daniel Labonne, Robert W. Schumacker and John H. Vanbrunt recently incorporated the Daniel Ornamental Iron Works, Inc., with a capital stock of $25,000, to buy, sell and manufacture wrought iron, ornamental iron, etc.

What is now deemed necessary and almost essential is the engagement of designers to create that something new to take the place of the toilet ware business, and at the same time give the manufacturer a new avenue of trade. The wider the variety of stapes, the better the situation for the manufacturer, it is pointed out, and the employment of a designer will go a long way toward correcting certain situations as they now exist.

E. P. Daly, of Lazarus & Rosenfeld, has recently had a successful operation for appendicitis and is well on the road to recovery. His friends, and they are many, will be glad to know that he is well over his difficulty.

Frank H. Stockwell, buyer for the Boston Store, at North Adams, Mass., was in the New York crockery and glass district this week for a few special things that the holiday season had developed the need for. Mr. Stockwell said that had the first six months of this year been as good as the last half of 1925 he would have far surpassed 1924 business. As it was this year returns were greater than last but not as far ahead as he wished.

C. M. Franzheim Issues Review

Dated January 1st, 1926, appears C. M. *Franzheim's Review*, a periodical "devoted to matters of possible interest to the silicate industries," printed in newspaper form.

Mr. Franzheim is well known in the pottery field and what he has to say is of more than passing interest. The opening paragraph in the first column of the *Review* is a good example of the many items of clever things he writes. His remarks about National slogans are of more than passing interest and every one would do well to "read, mark, learn and inwardly digest" them.

Talking of money as a "medium" the following appears in *Franzheim's Review:*

"Balzac was one of the best writers on money subjects. Money is the hinge on which almost all of his stories turn —the flavoring used is women. Benjamin Franklin's "Poor Richard's Almanac" swings on money hinges—the flavoring is thrift. Did not Shakespeare's way "Take the cash and let the credit go." ueen Isabella's cash was the hinge that enabled Columbus to open the doors of America. Now note this little verse taken from "The Panchatantra" and written in the Vale of Kashmir over 2000 years ago:

"Money get you anything,
"Gets it in a flash:
"Therefore let the prudent get
"Cash, cash, cash.

"Money is the hinge on which the door of civilization swings, and if well oiled should not squeak."

The *Review* is so full of clever things that it would be impossible to quote enough in the space allotted here, so why not write Mr. Franzheim at Wheeling, W. Va., and ask him to send you a copy.

Carl Tracy Leaves His Widow Well Provided

In filing the will of the late Dwight Carlton Tracy it developed that he leaves an estate of $30,000, which goes entirely to his widow.

There is real estate to the value of $20,000 and personal property valued at $10,000.

The will was filed for probate with Surrogate Daniel Nobles, of Queens. Marion Howard Tracy, the widow, of Neponset, is named as executive as well as sole heir of the estate.

Mr. Tracy, who was manager of the department devoted to china, glass, etc., for Geo. Borgfeldt & Co., died last June 17. He was well thought of by everyone who knew him and his loss is still keenly felt in the trade and by his former business associates.

The Kahla China Corp., salesroom 39-41 West 23rd St., New York, is now ready with a complete line of samples of dinnerware and short lines from the well known Kahla factories in Germany. Joseph M. Watte, president of the corporation, is in charge of the business.

ACCOUNTING PROBLEMS

Edited by BERNARD E. MARX
Expert Accountant and Analytical Auditor

All inquiries relating to this Department will be promptly answered. Address communications to the Editor of this column at Room 204, No. 1 Madison Ave., New York, N. Y., and watch this space for replies to your questions.

Instead of the usual article you will find below Questions and Answers on Inventory problems. Owing to the limited time further Queries about Inventory will be answered direct by mail. Be sure, when writing, to give full name and address.

Q. How often must an inventory be taken? "A. L. N."

A. Inventories must be taken at least once every two years. This is a Tax Department regulation. It is highly advisable, for your own sake, that stock be taken at the end of every fiscal year, otherwise you cannot determine your annual profits.

Q. What is the Government's safeguard against faulty Inventories? "Fred."

A. When filing your Income Tax return you must also file a sworn affidavit of Inventory on a form especially prescribel by the Tax Office. A fraudulent report is the Government's basis for an action for "fraud to deprive the United States of its just Revenue." It carries heavy penalties and possibly a term in the penitentiary.

Q. I have a great amount of small remnants and shopworn goods. How shall I price them? It is impossible to list them in detail. "Retail."

A. Make a careful survey of these lots and describe them in the Inventory as fully as possible. Then price them at a figure which will allow you the usual margin of sales profit. For instance: if these goods would sell at $100 in their present condition and your sales yield you a gross profit of 25 per cent ordinarily, take this lot at $75 and explain that this is a "Special" price.

Q. My business was started March 1, 1925. When must I close my books and take Inventory? "Beginner."

A. Either January 1, 1925 or March 1, 1925. Choose the date most convenient for you and file your first Income Tax Report as of the date you selected. Future periods must end annually on the same date you set for your first closing as the Tax Department only allows changes of fiscal periods under special conditions and for good reasons.

Q. I made a mistake in last year's stock taking by understating the Inventory by about $300. How shall I adjust this now? "Anxious."

A. This year's inventory should be taken accurately and the "wrong" will "right" itself, as far as you are concerned. The error, being comparatively small will probably cause no difficulty with the Tax Office.

(Continued on next page)

Accounting Problems

(*Continued from preceding page*)

Q. Must the Inventory figure to be used for the Tax Report be the same as the book figure and the figure to be used for Financial Statements for Credit Purposes?

A. If, as at the same date, decidedly "Yes."

"F. P. F."

Q. How shall I handle Machinery and Fixtures in my Inventory. "Puzzled."

A. Keep your listing of Machinery and Fixtures separate from your Merchandise Inventory. Your Machinery and Fixtures value should be shown on your books at their purchase value as "Fixed Assets." You may, however, set up a Reserve for Depreciation thereon. I have mailed you a copy of my recent article on Depreciation.

Owing to the limited time further Inventory queries will be answered directly by mail. Be sure, when writing, to give full name and address.

Income Tax Department

(*Continued from page 14*)

will afford a measure of relief. Under the new Act that is now proposed, this dividing line is increased to $26,000.

The benefits of the capital gains provision are extended only to individuals. They do not apply to corporations, since corporations pay a flat tax of 12½ per cent on their net incomes. Under these circumstances, no benefit can be extended to a corporation since the capital gains tax rate is also 12½ per cent.

So much for the capital net gains. In the next articles the effect of capital net losses will be considered.

QUESTIONS AND ANSWERS

Q. I wish to know what amount of tax must be paid on the following items of income by an American citizen, a married man, without exemptions on account of dependents. Take a salary paid for full time service of $4,000, income of $700 from dividends of a business corporation, and $100 interest. On what items will tax be levied and how much? C. B. R.

A. The taxable income in the case supposed would be $4,100, made up of the $4,000 salary and $100 interest. Dividends being subject only to the surtax, and the surtax being imposed on income only in excess of $10,000, there would be no tax to pay in this case on the dividends. From the total taxable income of $4,100 would be subtracted the exemption of $2,500, leaving $1,600 taxable at 2 per cent, or $32, from which would be deducted 25 per cent for the earned income credit or $8, making the net tax payable $24.

W. T. Darden, Representing Dresden

The Dresden Pottery Co., formerly the Potters Co-operative Co., East Liverpool, have just appointed W. T. Darden representative for the concern in the Chicago territory. Mr. Darden is a man of a wealth of experience in the business and is well and favorably known to buyers throughout the country and he should be a decided acquisition to the concern's sales staff.

Chicago Winter Show to Be One of Best

China, Glass and Gift lines from the foremost makers of this country and Europe will be assembled at the Hotel Sherman, February 1 to 6 as the result of the newly formed China, Glass & Gift Association activities.

This new organization will give the buyers of the country a splendid opportunity to inspect new lines for 1926 and to place orders for Spring and early Summer delivery. Three floors of the Hotel Sherman, already famous as the scene of many successful merchandising exhibits, have been reserved by the Association for the one big week show.

As early as the fifteenth of December the reservations by manufacturers and factory representatives for exhibit room had been heavy, and it is a certainty that before the opening of the event more than 300 makers of lines of merchandise will have arranged for exhibit space.

The advantage of such a buying event is already so well known to the buyers of the country that it is hardly necessary to point out the advantage of quickly, carefully and systematically selecting new goods all under one roof and all displayed at the same time.

Such opportunity for comparing quality and values and placing orders is offered only two or three times a year, so the buyers will be in Chicago during the first week in February in large numbers.

The China, Glass and Gift Association is composed of the leading elements in the trades it embraces and was formed shortly after the close of the Summer Gift Show and upon suggestion of numerous exhibitors who participated in that event. W. C. Owen, of W. C. Owen, Inc., Chicago, is president of the new association and he holds a similar office in the Gift Association which conducts the Mid-Summer Gift Show. Earl W. Steinbeck of the Steinbeck Co., Chicago, is Vice-President; Howard Selden, of New York, second vice-president; E. M. Meder, of Chicago, treasurer, and Jos. S. Stein, of Stein and Ellbogan, Chicago, secretary.

The Board of Directors includes a representative group of men in the trade in both the East and West and the publicity committee is composed of Chicago representatives of the trade press.

The manufacturers of the country are invited to apply for exhibit rooms through the Chicago headquarters of the China, Glass and Gift Association, Room 501, 10 So. LaSalle Street, and each application will receive the same consideration.

With three solid floors devoted to the new lines from every section of the country buyers will find it profitable to make a trip to Chicago. The saving of time alone, to say nothing of the knowledge of new lines he will gain will more than repay each visitor.

Plan now to attend—remember the date and place—February 1 to 6, Hotel Sherman, Chicago.

Every kind of effort is useful except worry.

Ignorance is the hardest thing in the world to discover, especially your own; only the very wise can see it.

Enliven Even the Dullest Dinner



Sell your customers the idea that fine dinnerware is an essential in entertaining.

Then show No. 9714, by Heinrich, on the smart Derby shape. The colors are brillant and pleasing, the ware has the inimitable Heinrich quality.

No. 9714 will be a leader on your counters and a frequent visitor in your sales books, because it is so cheery, modern and pleasing.

See for yourself.
Send for samples.

ORIGINAL PACKAGES AVAILABLE AT ONCE AS WELL AS OPEN STOCK.

H&C. SELB BAVARIA

HEINRICH & CO.'S *mark is an* Assurance of Quality

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China.

ENTIRE FIFTH & SIXTH FLOORS - 49-51 WEST 23RD STREET, NEW YORK CITY

National Quality



Virginbrook Pattern—La Rosa Shape

Complete Line of New Decorations on Display by the following Representatives

D. KING IRWIN, 200 Fifth Avenue, New York

E. J. NICKEY, 204 Grand Ave. Milwaukee, Wis.

F. A. MINER, 5 Prospect St., Rochester, N. Y.

E. E. WILGUS, 10 High St. Rms. 301-4. Boston, Mass.

EARL W. NEWTON & Associates, 9 N. Wabash Avenue, Chicago, Ill.

The National China Co.
SALINEVILLE, OHIO

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

for use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

MAYER CHINA
COMPANY
Beaver Falls-Pa

Toy Manufacturers Pleased

THE toy business in this country is in good shape. This optimism is not due to seasonal activities, it was brought out at the ninth annual convention in the Hotel McAlpin this week of the Toy Manufacturers of the U. S. A., Inc., but to the increase in exports and decrease in imports.

Speakers at the convention were Frank J. Arkins, secretary of the Alexander Hamilton Institute, who spoke on "New Phases of Merchandising"; F. J. H. Kracke, United States appraiser on "The Appraisers' Stores"; James B. Reynolds discussed the tariff subject, and George A. Fox, chairman of the Tariff Committee, read a report on the findings of the committee.

Leslie Martin was chairman of the group meeting on iron toys; E. C. Hough, wood group, and J. H. Hartman, dolls and sundry toys.

Figures compiled on the toy imports and exports for 1925 follow:

"The exportation of toys, especially rubber toys, has increased with great rapidity. For the first nine months of 1925, exports amounted to $2,131,374 and the total imports for the same period amounted to $2,935,384. In 1924 during the first nine months, exports were $1,915,413, while imports amounted to $4,144,541.

"The popularity of the American-made toys is due to the superiority of construction; the relative low cost when the lasting qualities of the toys is considered.



OBITUARY

John Campbell's Death Mourned

Late Office Manager for Hugh C. Edmiston Was Beloved of All Who Knew Him—Was An Authority on Literature

Such notices as the following are appearing daily in the press all over the world:

"Campbell—At Hartsdale, N. Y., Saturday, Dec. 19, 1925, John Campbell, late of Drumarin Gilford, County Down, Ireland, in his seventy-seventh year. Funeral services at his late residence, Central Ave., Hartsdale, N. Y., Monday, Dec. 21, at 2 P. M. Interment private. Belfast (Ireland) papers please copy."

The public read them with only a passing interest, except when the names happen to belong to friends, acquaintances or relatives. Yet how many of the terse notice hide the passing of men or women of sterling worth who have gone through the world unostentatiously doing their best in the steady grind, and doing as much good as their means will allow, but, best of all, spreading sunshine where the shadows are the darkest.

Such a man was John Campbell, who for so many years has gone quietly through his routine in the china business with Hugh C. Edmiston and with Mr. Edmiston's father-in-law, Thos. H. Taylor, who was first proprietor of the business.

In 1879 John Campbell became head office man for Haviland & Co., and in the interim between his leaving there and accepting employment with the late Mr. Taylor, he put in a short period of time with Webster, the well-known jeweler of Brooklyn. From this time on he was continuously employed in the same organization until his death.

He was possessed of a dry humor and although he had mentally a rugged exterior, his heart was as large as all outdoors, his love and care for children was very marked. This is often a trait among bachelors. He was an excellently read man and it was a treat to talk literature with him.

His favorite sport was cricket, which pastime he indulged in over in Staten Island, where his team played and he let its rules guide his life, and of him can truly be said, "He played cricket," the highest compliment that a Britisher can pay his confreres.

Edw. Boote Acquires New China Line

Edw. Boote (James B. Boote), 35 West 23rd St., New York, has secured the representation in this country of the Grafton Works, Longton, England, manufacturers of dinnerware, teaware, etc. The sample line is now on view at the Boote salesroom and presents a most interesting assemblage of very attractive decorative treatments that are destined to find great favor in the trade.

Inexpensive But Attractive Fish Bowl



TWO gallon size in a new design. The lens shape of the curved side produces unusual effects when fish and aquatic plants are viewed through the glass.

Made from clear glass carefully selected and certain to be listed among the best sellers at the Pittsburgh Exhibit.

Don't fail to visit our Permanent Display at 954 Liberty Avenue, when in Pittsburgh.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR, East

CHAS. A. WEIDEMANN, West

ROY E. HENDERSON, President

Smith Ceramic Studios, Inc.

901-9 Monroe Ave., Rochester, N. Y.

Originators of

Unusual Creations in Decorated China and Glassware

Salesrooms

NEW YORK
Geo. H. Donovan
Room 1112, 5th Ave. Bldg

BOSTON
Wilgus-Good Co.
10 High St.

Also Displays at

Philadelphia Gift Market
970 Drexel Bldg.
Philadelphia

Bush Terminal Sales Bldg.
140 W. 42d St.
New York

Best Values in

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THE CHICAGO MARKET

By
J. H. Smythe, Representative

Last Minute Shoppers Swamp Loop

WITH only a few days left for Christmas shopping, the Chicago loop surged with crowds of last minute buyers. The thousands of people jostling and crushing each other here are laden with packages. Traffic moves at a snail's pace. One can make headway only by moving with the crowd.

Chicago's large stores daily remind customers of the short time remaining to do shopping. And daily the mass of shoppers becomes larger.

Marshall Field & Co. this week feature Gifts For $25 and Less. Gifts for every member of the family were included. Most of the department stores have listed their gift suggestions in price groups this week. Carson, Pirie Scott & Co. offered such representative gift groups. Included in these suggestions were bridge and junior floor lamp bases of wrought iron priced at $19 to $25 and many gift articles in china and glass.

The Boston Store is featuring as an Xmas event an offering in floor lamps with shades at $6.95. This store offered plate glass mirrors at $9.95 and framed mirrors at $7.45. Gifts of China were also offered by the Boston Store. Among them were 100 piece imported china dinner sets at $24.95 and 45 piece dinner sets at $4.75. The Fair featured Gifts for the Home in China and Glass. Dinner sets of 100 pieces, with gold handles, were marked at $29.50. Decorated bowl sets of five sizes were priced at $1 and iridescent stem glasses at 25 cents each.

The Davis Co. among gifts for the hostess offered a bridge lamp with polychrome finish, complete with shade at $7.95. Mandel Brothers offered 13 piece tea sets at $3, colored glass stemware at $4.50 per dozen and bridge lamps with shade at $7.95. The Leiter Building Stores gave a 20 per cent discount on its entire stock of dinnerware and table glassware.

Hartman's this week advertised its store as a "Treasure House of Gifts." This store offered a 100 piece domestic porcelain dinner set with floral decorated border at $24.95, and stemware with colored base was priced at 25 cents each. Hillman's offered specials in lamps this week. Polychrome bridge and junior lamps were marked at $3.99, silk georgette shades at $3.39 and $5.95, and a vase lamp with shade at $9.95. Hillman's also featured specials in glassware.

The Burley Shops this week featured gifts priced at from $2 to $200. Engraved red Bohemian glass goblets were priced at $50 per dozen. English bone china dessert plates were offered at $30 per dozen and 18 piece Safedge crystal sets at $7.50. Pitkin & Brooks retail department offered a 25 to 33⅓ per cent discount on table, boudoir and bridge lamps, with silk shades and art glass shades. This company also offered a 20 to 25 per cent discount on table glassware.

The furniture stores of Chicago offered a variety of specials in lamps. The L. Fish Furniture Co. featured two offerings in bridge and junior lamps. The junior lamp was priced at $7.98 and the bridge lamp at $4.98. Only two lamps were allowed to a customer. Straus & Schram held an Xmas Lamp Sale, offering floor and bridge lamps at $9.95 to $18.75. The Gift Shop of the Tobey Furniture Co. offered all metal lamps finished in various enameled colors to give the appearance of pottery, complete with taffeta shade, at $58.

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1751 West 74th Street CHICAGO

Phone Hemlock 1000

Mr. Collat, New York resident buyer for The Gift Company of America, Dallas, Texas, manufacturers agents, importers and jobbers, visited Chicago last week on business.

The Lerman Marks Lamp Corporation, 1241 Nautene Court, was recently incorporated with a capital stock of $10,000, to manufacture and deal in general merchandise and particularly lamps, by Ben Lerman, Abraham Lerman, Arthur D. Marks, Samsin T. Marks and Nathan Schwartz.

Eastern Manufacturers and Importers Exhibit in Chicago

All arrangements are complete for the semi-annual Eastern Manufacturers and Importers Exhibit at the Palmer House, Chicago, February 1 to 13 inclusive—all space allotted on the sixth and seventh floors, and reception and sales plans made. The Exhibit bids fair to be of unusual interest and value to all buyers of giftwares. The Association has striven to put on display so wide a variety of lines that one could completely stock a thoroughly representative giftshop or department—no matter how varied his demands might be. The Exhibit offers, too, the added inducement of displaying for the first time many items in each line—newly designed and manufactured American articles as well as pieces newly imported or imported from fresh and unusual sources.

If only half of the expectations and enthusiasm of this Association is warranted, this Exhibit by the Eastern Manufacturers and Importers is going to be a highly successful one—well worth the attendance of those buyers who can plan to be in Chicago at that time. At the New Palmer House, February 1st to 13th inclusive.

Porcelain Co. Installs Air Compressor

The Champion Porcelain Company, Detroit, has installed a new design of centrifugal compressor for supplying air to oil burning furnaces. This compressor, built by the General Electric Company, delivers 1,800 cubic feet of air per minute to the furnaces at a pressure of 1½ pounds per square inch gauge and operates at a speed of 3,450 r.p.m., directly connected to a 20-horsepower, 3-phase, 60-cycle, 220-volt, 3,600-r.p.m. induction motor.

The motor is controlled by a General Electric hand compensator which brings the compressor quickly up to speed, keeping the time and current required for starting at a very low value as a result of the small inertia and specially designed oil pressure lubricating system of the compressor.

One of the features of the installation is that the operator can tell at a glance the volume of air being delivered to the oil furnaces and the corresponding current input, by means of a special, calibrated scale on the ammeter. This scale is calibrated in amperes and volume (cubic feet of air per minute).

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ENAMELED WARE AND ALUMINUM SALESMEN WANTED

WANTED to sell high-grade lines direct to dealers. Good commission also full commission on repeat orders. Give experience and territory fully in first letter. Address Box 518, care CROCKERY AND GLASS JOURNAL.

SALESMEN AND JOBBERS WANTED

THE well known Crystal Marmor Ware of High Grade Decorated Pottery and China, wishes connection with salesmen and Jobbers for 1926. H. Marmorstein Art Studio, 2523 N. Halsted St., Chicago, Ill.

CHINA AND GLASS SALESMAN WANTED

WANTED Salesman on straight commission basis to represent old established and well known manufacturer of china and glass. Only A-1 man considered, territory New York State.

SPECIAL NOTICE

The Crockery Board of Trade of N. Y.
New York, December 21, 1925.

NOTICE is hereby given that the Annual Meeting of the stockholders of The Crockery Board of Trade of N. Y. for the election of four Trustees for the ensuing three years, and for the election of Officers for the ensuing year, will, in accordance with the By-Laws of the corporation, be held at Manhattan Club, New York City, on Wednesday, January 13th, 1926.

By order of Trustees.

L. S. OWEN, Secretary.

Largest China Order Placed

The largest order ever placed for china and glassware for an American built steamship has been placed with the Dohrmann Hotel Supply Company of San Francisco.

The order, which call for over 50,000 pieces of chinaware and 40,000 pieces of glassware, is for the equipment of the new Matson liner, the *Malolo,* which is now under construction at Cramp's Shipyard, Philadelphia, for the San Francisco-Honolulu run.

The *Malolo* will be launched this coming spring and will be ready for service in the Spring of 1927.

As most insane people think they are sane, so the fool is surest of his knowledge.

The best mirror in which to see yourself is your Work.

The seed of all Tragedy is a failure in Courage.

"To the hero there is no tragedy" (Maeterlinck).



Peter Potter says: It is hoped the proprietor of the crockery store burnt out recently will bear his loss in a Plate-onic manner.



Many Charming New Creations will be shown in our 1926 Line

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Pittsburgh Exhibit in January. Ft. Pitt Hotel — Rooms 439-440. R. D. Otto, In Charge

Globe China Co. Plant At Cambridge Working to Capacity

WORKING at full capacity, with a large volume of business on hand, and future prospects most encouraging, the Globe China Company is rapidly taking its place in the front rank of Cambridge industries.

Parties interested in the Atlas China Company, of Niles, O., purchased and took over The Guernseyware Co. plant during the early summer, organizing and operating under the name of the Globe China Company, and almost from the start the company has been operating in full. It has also been necessary to enlarge the plant and increase the production.

At present 250 people are employed by the Globe China Company, with a monthly payroll of approximately $25,000 and many improvements have been made to facilitate production and increase the output. The company manufactures a high grade semi-vitreous porcelain dinner ware line which finds a ready market.

The record for accomplishment made by the Globe China Company has received favorable mention in the trade journals of the industry, and the high percentage of first quality ware produced has been the source of much satisfaction to those in charge. To provide for greater production a new pair of decorating kilns has just been completed, making the second pair of kilns erected since the plant was taken over by the Globe China Company.

A new addition to the main brick building has also been erected to provide for increased warehouse and kiln shed capacity, adding approximately 3,000 square feet of floor space. The decorating department is being enlarged at the present time which is designed to greatly facilitate as well as increase production. Many additional changes and improvements are contemplated in the various departments which, when completed, will contribute to a more modern and adequate arrangement present day needs.

Wherever possible the company has been disposed to give preference to Cambridge workers. The number of those who had become skilled in the manufacture of this product was entirely inadequate to meet the demand, however, and as a result many new families are now located in Cambridge. It is estimated that 30 families are numbered among the recent arrivals.

Glass Company Plans Addition

The Ton Glass Company, which has a new addition to its plant at Weston, W. Va., to open up December 24, is planning another plant in West Virginia in 1926, according to Louis Wohing, manager. The new plant will be located at Huntington and will be devoted to the manufacture of fancy and cut glass ware.

The plant here, organized in 1919, is operated the year around and is unable to supply the demand. The company is locally owned and the workers are practically all skilled, who served their apprenticeship in European plants before coming to the United States.

Confidence

The keystone of our business is confidence. YOU put this keystone in place, and YOU keep it there through your satisfaction with R & H Ceramic Chemicals, Minerals and Oxides.

When you buy Ceramic materials bearing the A-1 trade mark you are certain of securing products that measure up to the requirements of the most delicate processes. The uniformity that contributes so much to the final success of your production is always present.

R & H service adds to your satisfaction.

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UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

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AS THE EDITOR SEES IT

There's Nothing More Precious Than Loyalty

During the past week the editor entered his regular shoe shop for the purpose of purchasing a pair of shoes. After trying on several pairs a purchase was made. As the shoes were being paid for the clerk suddenly remarked, to my great surprise: "Did you notice that I didn't show you any expensive shoes?"

"Yes," I replied, for it had appealed to me as being strange that he had not tried to pass off a more expensive pair. Clerks usually do and rightly so.

"Well," he continued. "What's the use of me trying to make more money for the boss when he won't do anything for me?" I make it a point not to try to sell expensive shoes." The clerk then continued with a tirade of abuse on the injustice of his employer, his poor business sense and what a poor specimen he was in general. My reaction to this was a natural antipathy for the clerk. To me he appeared as a snake in the grass, striking in the dark and what's worse in the back.

Perhaps his employer was all that he said. If he was then the clerk was clearly a fool for not seeking other employment. More than likely, however, the clerk has a warped sense of injustice. No employee is justified in speaking in a detrimental line of the man who is paying his wages or salary.

Most organizations have at least one employee, who like the proverbial dog-bites the hand that feeds it.

Send It! Adds to Business Costs

In an effort to pare down business costs American mercantile interests, as represented in the National Distribution Conference, organized by the Chamber of Commerce of the United States, brought their collective judgment to bear upon the question of cutting out the expense involved in the simple phrase,—"Send it."

"One woman in a morning's shopping," it is pointed out, "very easily may require deliveries from half a dozen stores." Six motor trucks may be needed to carry home her purchases.

The obvious solution of the problem is to reduce the number of motor trucks to one, or as many as may be necessary to carry the purchases of all the women or men, who may elect to go shopping on a particular morning.

This involves the establishment of a central delivery system. There are now such delivery systems in operation and the committee which has been studying the problem finds that "there is no insuperable obstacle to the establishment of a cooperative delivery system even in communities of comparatively small size, if the idea is properly presented as a preliminary and an appropriate plan of operation is adhered to rigidly." The trouble is that the saving does not appear as increased income but as reduced outgo.

Bureau of Standards Investigation of Soft Clay Industries

This is the third of a series of articles appearing exclusively in the Crockery and Glass Journal *dealing with the Ceramic Division of the Bureau of Standards' report on its investigations of the soft clay industries. This investigation was made in cooperation with the United States Potters Association and is of considerable interest to the trade.*

The Properties of Commercial Refractories of the Plastic Fire-Clay Type

CLAY refractories, furnished to the trade in their plastic form, are rapidly supplanting special shapes in boiler settings and similar installations. The demand for this material for repair work is also rapidly increasing, so that at the present time it has been estimated that the total daily output exceeds 100 tons. Because of the increasing importance of this commodity to the trade, and the fact that the Government is purchasing large quantities for its own use, the Bureau of Standards undertook to determine its physical and chemical properties.

Test specimens, made by hand-ramming in molds, were burned, subjected to standard and modified tests for fire-clay refractories, and also analyzed chemically and petrographically. The information obtained indicates that plastic refractories as now furnished to the trade are inherently the equivalent of the highest grade fire-clay brick.

A comparison of softening point determinations and chemical analyses by three independent laboratories shows that a variation of from one-half to one cone in softening point determinations and more than 5 per cent on some constituents, in chemical analysis, can be expected for different samples representing one brand or product. (Complete report submitted to Journal of the American Ceramic Society for publication).

The specification, which was developed on the basis of the data obtained, is now being considered by the Federal Specifications Board. It provides for one class of material which is defined as, essentially, a mixture of grog, raw clay and sufficient water to render the mass plastic and of a stiff-mud consistency. The grog is composed principally or entirely of calcined clay and the raw clay is a plastic grade used to supply the necessary working properties and bond.

Fire-Clay, Its Properties When Used As A Mortar

Preparatory to the writing of specifications for fire-clay, a short investigation was carried out in cooperation with the American Refractories Institute and the Philadelphia Navy Yard.

Sixteen typical fire-clays were examined, the bonding test, screen analysis and softening points being carried out



Pottery room looking toward the mould storage room.

both by the Refractories Institute and the Bureau. The softening points were found to vary from that of cone 26 to that of cone 33, and the average variation between the determinations of the two laboratories was less than †1 cone (equivalent approximately to †fifteen deg. C.). Of the sixteen clays examined, ten were ground to such fineness that more than 96 per cent passed the 20 mesh sieve when screened by the wet method and, with the exception of one clay, all were found to have satisfactory bonding power. The screen tests and bond tests of the two laboratories mentioned above also checked satisfactorily.

The bond test developed specially for this specification is carried out in the following manner:

The material shall be tested for bonding power by mixing one portion with water to a creamy consistency and another portion to a good troweling consistency. These mixtures shall then be used in laying up a pier of three of the fire-clay brick, laid flat, with which the clay is to be used in service. The faces of the brick to be boned shall be dipped in the mixture of creamy consistency, a thin layer of the other mixture added, and the brick then firmly rubbed into place. In no case shall the mortar "joint" exceed one-eighth (⅛) inch.

When the pier is air dry, it is to be fired uniformly in a suitable furnace to a temperature three-hundred degrees Centigrade (300° C.) or five hundred and forty degrees Fahrenheit (540° F.) lower than the minimum allowable softening point of the fire-clay brick as defined in the Federal Specifications Board Master Specification for Fire-Clay Refractories No. 268. The pier shall be allowed to cool in the furnace, and when cold shall be sufficiently well bonded to remain intact when lifted by grasping the top brick.

Three piers were made for trial bond tests. The first bond was not sufficiently strong to hold the pier together, and was consequently considered a failure, while the other two developed strengths (expressed in terms of modulus of rupture) of over 240 pounds per square inch.

Factors Controlling the Life of Tank Block in Service

The investigation of tank block was undertaken to determine, if possible, the factors affecting the resistance of clay block to the corrosive action of glass when in service.

Activities thus far have been centered about the operation of a small tank, which is nevertheless as large as practicable under laboratory conditions. This tank is a gas-fired, recuperative type furnace. The tank is centrally placed on the recuperator, the gas passing longitudinally from one end to the other and the entire structure is covered with one long arch. The gas enters burning partially back of the bag wall and then passing over the tank and under the arch to the downtake leading to the recuperator. The cold air passes counterwise to the outgoing hot gases, rising to meet incoming gas back of the bag wall.

The tank itself has inside dimensions of 12 inches (high) by 12 inches (wide) by 4 feet (long), the glass level being maintained by placing an outlet 2 inches from the top of the tank. The batch is fed in at the top; the glass passes through under the bridge wall and is drawn off at the outlet. In order to simulate conditions in the plant furnaces, 400 lbs. of glass batch is added daily, and the temperature of tank maintained at 1500 deg. C. for 30 days.

During the past year four tanks were subjected to the test outlined and, in addition, the physical characteristics of the material composing the block determined. The large number of variables which may have an important bearing on the life of tank block preclude the forming of any conclusions at this time. However, the active and enthusiastic cooperation of the industry has insured a large number of special (diaspore, mullite and fused alumina) as well as representative commercial materials which should result in the obtaining of valuable data.

Laboratory Methods and Plant Machinery

Glaze Composition and Its Effect on Resistance to Cutlery Marking

THE fact that the service of whitewares is often limited by unsightly appearance, due to abrasion and cutlery marking, rather than mechanical faults in the ware, is the occasion for this study.

The object of the investigation is three-fold, namely: (a) to develop an apparatus for determining the relative abrasive hardness of ceramic glazes; (b) to determine the factors of composition and manufacture that influence the resistance of glazes to abrasion; and (c) to develop a satisfactory low-fired glaze of good abrasive qualities. Up to the present time only the first phase of the investigation has been considered.

An abrading apparatus has been developed which depends on the abrading effect of sand falling on a glazed surface. The apparatus is provided with means of controlling the height of fall and rate of flow of the sand. Standard Ottawa sand is used.

The abrasive effect was first measured by the loss in weight of specimens. This method, however, is subject to appreciable error due to the practical difficulty of weighing the very slight losses in weight on specimens which are necessarily relatively heavy. The results are further subject to question because the amount of material abraded may not be directly proportional to the abrading influence. Tests made on specimens indicate that a glazed surface offers greater resistance to abrasion before the surface is broken than after it has been scratched. Because of these difficulties, other methods of measuring abrasive effect are being investigated, among which are included the following:

1. Observation by Ingersol Glarimeter:

The readings observed are used to calculate the percentage polarization of light falling upon a plane surface. The difference in percentage polarization from a given glazed surface before and after abrasion is a direct measure of abrasion effect. Although considerable skill

(Continued on page 24)

Demand for American Goods Increases

Uncle Sam On Other Hand Is Making More Purchases Abroad Than Sales

(From the United States Chamber of Commerce)

AN increasing demand for American merchandise in the principal markets of the world is shown in an analysis of this country's foreign trade for the first nine months of 1925 just made public by the Foreign Commerce Department of the Chamber of Commerce of the United States.

"Every continent except Asia," the Chamber's Foreign Commerce Department says, "increased its purchases from this country during the first three quarters of 1925 as compared with the same period of 1924. Europe with a gain of 16 per cent accounted for 52 per cent of our total exports. South America led the increases among the continents with a 30 per cent gain. Asia's buying fell 13 per cent below that of the 1924 level but indicated a decided improvement over the 21 per cent loss at the end of the second quarter of 1925.

"Every continent except Asia, increased its purchases from us during the January-September period of 1925 as compared to the same period of 1924. Europe with a gain of 16 per cent accounted for 52 per cent of our total exports. South America led the increases among the continents with a 30 per cent gain. Asia's buying fell 13 per cent below that of the 1924 level but indicated a decided improvement over the 21 per cent loss at the end of the second quarter of 1925.

Of our twenty-six leading customers, none of which bought less than $20,000,000 and whose total purchases of $3,212,972,000 accounted for 92 per cent of our exports, only four purchased less in the January-September period, 1925, than for the corresponding period of 1924. They were France, Cuba, China and Japan.

Of seventy-six principal markets for the first three quarters of 1925, sixty-three showed increased buying over the same period of 1924. Great Britain, our leading customer, with total purchases of $668,964,000, one-fifth of our total exports, also headed the dollar gains with an increase of $85,716,000 over the first three quarters of 1924. Forty-seven per cent of this gain was due to increased purchases of cotton, which were $40,671,000 greater than those of January-September, 1924.

Stocks of automobiles purchased in the first six months of 1925, in anticipation of the unfavorable tariff effective July 1, caused motor vehicles to register a $12,559,000 gain over the nine months of 1924 and placed Great Britain second only to Australia as a market for this typical American product. The remainder of the $85,000,000 increase was mainly due to pork products (hams, bacon and lard) and bread grains.

Canada, our second best customer, increased her purchases $45,000,000, or 14 per cent over the nine months of 1924. Germany ranking third with $338,674,000, surpassed all her former January-September buying and gained $57,000,000 over that period of 1924.

Other noteworthy gains made by our leading customers were Italy, $35,000,000 or 30 per cent; Argentine, $23,000,000, or 28 per cent; Russia in Europe, $22,000,000, or 60 per cent; Brazil, $20,000,000, or 45 per cent; Netherlands, $15,000,000, or 16 per cent; Belgium, $13,000,000, or 18 per cent; Australia, $13,000,000, or 14 per cent; Denmark, $12,000,000, or 42 per cent; Mexico, $11,000,000, or 11 per cent, and Colombia, $10,000,000, or 52 per cent.

Japan's loss of $26,000,000, or 16 per cent less than the first three quarters of 1924 was heaviest; however, this is a much better figure than the 26 per cent loss at the end of the January-June period. China, second heaviest loser, dropped $24,000,000, or 28 per cent below the nine months' purchases of 1924. Other markets whose buying fell off in the three quarters of 1925 were France, $1,729,000, or 0.9 per cent; Cuba, $683,000, or 0.5 per cent; Peru, $1,017,000, or 6 per cent; and Honkong, $3,185,000, or 23 per cent.

The import, or other side of the story, would indicate that the United States is increasing her purchases abroad at an even more rapid rate than her sales. During the first nine months of 1925 our imports amounted to $3,079,555,000, a gain of 15 per cent over the $2,669,871,000 for the same period of 1924. A large share of this gain was due to increased purchases of crude materials for our domestic industries.

Asia, for the first time in the history of the United States foreign trade for a nine months' period, led all suppliers, furnishing merchandise totaling $925,000,000 during the first nine months of 1925 or 30 per cent of our total imports and $37,000,0000 greater than thosef rom Europe. Yet Europe, while displaced at the top of the list, increased her sales in the United States 14 per cent as compared to those for January-September, 1924.

Oceania, supplying only 2 per cent of our imports, led the continental increases with a gain of 54 per cent. Africa, from which we import little more than from Oceania, gained 34 per cent and Asia, for the time being our most important supplier, gained 36 per cent over last year.

North America was the only continent that failed to profit by our increased buying abroad, however, her loss of 4.5 per cent was an increase over the minus 6.3 per cent at the end of January-June period.

Imports from twenty-nine out of thirty-one of our leading suppliers, which furnished 93 per cent of our imports were larger during the first three quarters of 1925 than for the same period of 1924. Imports from Cuba (sugar) declined $91,000,000 or 30 per cent and those from Chhile (copper) were off $21,300,000, or 3 per cent.

(Continued on page 24)

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GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Flint Glass Manufacturers Cheerful

ALL flint glass manufacturers are of the opinion that 1926 will prove to be a better year for business than 1925, according to expressions made by many of the trade this week. Sales of flint glassware during the last quarter of the old year were heavy, and this is especially true concerning the blown and stem lines and also the decorated lines of ware.

The manufacturers have been engaged for many months in developing new lines for 1926 and from present indications the colored glass specials will prove to be an interesting feature at the annual sales even at the Ft. Pitt and William Penn Hotels during the coming month.

Since the close of the Christmas season, many distributors have advised resident salesmen and home offices direct that retail demand for glassware during the holiday season was good, and that stocks are low, some lines having been all but exhausted. This is taken to mean that buying during January will be good.

Many distributors have been receiving merchandise for January special sales, but these orders were placed during October and November. Factory production on these orders, however, did not show until December, when the goods were immediately forwarded.

It is now believed that more buyers will visit the local market during January than a year ago, when the peak record was reached, and this belief is based upon the heavy retail demand for glassware during the holiday season. Buyers have been advised of the forthcoming sales event by the Associated Glass & Pottery Manufacturers, several thousand notices having been forwarded to the retail and jobbing trade.

Bonita Art Glass Has New Lines

The Bonita Art Glass Co., of Huntington, W. Va., which will display its line of decorated glassware and china here next week, has a number of new lines to feature during 1926. "The Huntington" has been so named in honor of Huntington, W. Va., and in addition there will be the "Captain Kidd" line and two lines known as Nos. 180 and 185. "The Virginian" is also the name of a new decorated line of glassware, and all ware will be shown finished in 22-K gold. The line of novelties and decorated tumblers for the new season will be the largest ever created by this concern.

"Our plant is ideally located," announced Otto Jaeger, secretary-treasurer of this company this week. "We have a concrete factory which is as near fire proof as it is possible to design and our capacity is much larger than what we had at Wheeling, W. Va. From all present indications, 1926 is beginning to look like a good year for business, and we are preparing to handle a larger volume of trade than ever."

While the production of the Sneath Glass Co., of Hartford City, Ind., will consist of the same lines as heretofore, Secretary H. C. Hill declares that "we believe the present outlook for better business during 1926 is exceptionally good at this time." No factory extensions are contemplated by this interest at this time.

E. H. Janes Dies

Announcement has been made of the death of E. H. Janes, veteran glass salesman at Atlanta, Ga., who had been representing the Belmont Tumbler Co., in the southern trade for a number of years. Mr. Janes was favorably known among the entire southern trade, and his death proved a shock to a host of friends. The company has not announced a successor to Mr. Janes.

"Without assuming to be a prophet we would say that business conditions for 1926 look fairly good," remarked Walter H. McClure, vice-president and sales manager of the Hazel-Atlas Glass Co., of Wheeling, W. Va. "We are going along at a good rate right now and buying seems to be fairly liberal, and with collections good. Stocks in the hands of the trade do not seem to be excessive and buyers, naturally, are not over-reaching themselves in purchasing."

The Hazel-Atlas Co. has opened its own office at Atlanta, Ga., in charge of G. W. Weston, and also at New Orleans, La., which is in charge of M. A. Carso, while the new Kansas City, Mo. office is under the joint charge of J. W. Knowles and L. R. Dunham. These offices are devoted entirely to the direct sales of all Hazel-Atlas products, and are maintained by the company.

Atlas China Co. Bookings Good

Bookings for 1926 are very satisfactory, according to the view expressed Wednesday by A. O. C. Ahrendts, president of the Atlas China Co., of Niles, O., who added: "We have enjoyed a nice business throughout 1925 regardless of the fire March last at our Niles plant which gave us a 'solar plexus.' Our factory at Niles and that of the Globe China Co., at Cambridge, O., are operated to extreme capacity and we feel fortunate that we are able to report this condition as having obtained throughout this year."

Southern Potteries Co. to Continue Patterns

The Southern Potteries Co., of Erwin, Tenn., does not contemplate any new shape for 1926, but a number of new patterns were added to the line during last fall, which will be continued throughout the new year. According to C. W. Foreman, president of this company, the business of the interest for the latter part of 1925 and the outlook for 1926 is exceptionally good. "We have had

a splendid period during the last four months and January is well sold up," declared Mr. Foreman. "We anticipate a heavy volume of new business all during the coming year."

Rearrange Sample Rooms

Sample rooms of all generalware plants have been rearranged for the reception of the January trade. New shapes and new patterns are being shown in an almost endless variety, but of course the new ivory body offerings will no doubt enliven the interest in the forthcoming buying season. All factory salesmen are at the home offices, and during the month many resident representatives are expected to visit home offices for the purpose of becoming acquainted with the new lines and discussing the 1926 policies.

In the St. Louis, Mo., office, E. A. Hildreth is now in charge, succeeding J. E. McLaughlin, who resigned recently to take employment with another interest.

This line will now be displayed at the Pittsburgh show during January.

Columbia Glass Co. Has Increased Production

Because of the fact that the plant of the Columbia Glass Co., at Fairmont, W. Va., has been undergoing an improvement program during the last six months, the company will have a much larger production during 1926 than heretofore.

"Our business has held up well and we anticipate a very much larger business during the coming year, as all signs indicate. The fact that we have greatly increased our capacity, we will be in a position to handle a larger volume of business during 1926 than we could possibly have shipped during 1925," suggested President Glenn F. Barns. This company is making a specialty of opal glass products.

Northwood Glass Co. to Become Active

It has been indicated that the formation of a new company to take over and operate the plant and business of the Northwood Glass Co., at Wheeling, W. Va., is practically assured. The Northwood company is not active at this time, but it is the intent of certain Wheeling interests to again place the property on the active list. The proposition is now under discussion, but no definite plans have so far been announced. D. A. Taylor is receiver for the company.

Orko Agate Co. Features Red Marble

A new feature in the line of the Arko Agate Co., of Clarksburg, W. Va., is a Cardinal Red marble. "According to our view," suggested C. G. Grimmet, general manager, "the outlook for business for the coming year is very encouraging indeed, and it is our belief that we will have an average good business during the spring months. We put into our glass marble line some months ago sev-

(*Continued on page 21*)

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Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



Optimism Reigns Among Manufacturers

GENERALWARE manufacturers will enter the new year of 1926 with a greater degree of optimism that any year since the close of the war. This thought has been expressed by all. Advices received from many distributors of dinnerware since the close of the holiday season indicate that stocks are exceedingly low, and that many patterns carried by department stores are exhausted.

There was considerable activity in the local market during the last fortnight by distributors who sought merchandise for January sales, and in at least two instances dinnerware manufacturers were compelled to seek storage space outside their own plants for packages that were to be shipped immediately following the Christmas holiday. As a result of this situation shipments were very heavy from the Eastern Ohio pottery district this week.

Orders for dinnerware for January are declared by many manufacturers to be heavier than a year ago, and that business for first quarter delivery is at this time in heavier volume than during the last two seasons.

However, many of the plants will not show active production for at least a week. Some potteries hereabouts closed for a two week holiday, and while some resumed clay shop production last Monday, others will not start until Monday next, Jan. 4th.

All manufacturers are now in the midst of the inventory season, and some records were taken during the first idle week of the Christmas season.

In a general way, it is the belief of all producing interests that the new year will show heavier shipping records than during 1925.

Hold Old-Time Xmas Gathering

Department managers and the commercial force of the Limoges China Co., of Sebring, O., gathered in the sample room of this plant Dec. 22nd for an old fashioned Christmas dinner and "treat." A table 24 feet in length was arranged, and a Christmas tree added cheer to the occasion. Following the repast gifts were exchanged, the event being the first of the character ever arranged at this plant.

New Porcelains Come Out of the West

Something new is coming from out the west in the way of porcelains, since the plant of the H. F. Coors Co. has begun operation at Inglewood, Calif. This interest is now producing bisque heads, busts and arms for fancy covers for telephones, miniature models for milliners and kindred uses. The production is along new lines, and the items are the first of the character to ever be produced on the Pacific Coast.

W. S. George to Show Line for First Time

For the first time in the history of the company, the general line of the W. S. George Pottery Co., East Palestine, will be displayed at the Ft. Pitt "show" next month, the line being displayed in connection with that of the Cannonsburg Pottery Co. The companies will have adjoining rooms, and the display will be in charge of S. H. Slobodkin. The W. S. George Co. will show their new "Astor" semi-plain and fancy shape, which has been brought out in 30 new patterns including borders, medallions and sprays.

The Cannonsburg line will also include many new exclusive patterns, but this interest will not have a new shape this year.

Jackson Co. Adds Glass Kiln

During the last six months the Jackson Vitrified China Co., of Falls Creek, Pa., has added a gloss kiln to its battery, and in addition has made extensions in its clay shop and mixing room, and also in the decorating department. As a result of these extensions the company is now a larger producer of hotel china than ever before.

"From our study of the situation," announces General Manager W. J. Frey, "the outlook for business during 1926 is very promising and we are anticipating the largest business in the history of our company. We now have a heavy demand for our underglaze blue print patterns which are meeting with the approval of the trade. On account of this increased demand, we are now considering the erection of another gloss kiln during the early part of the new year."

Charles W. Foreman Managing Two Plants

As a temporary arrangement, Charles W. Foreman, president of the Owen China Co., Minerva, O., has assumed the active management of the two plants of this company. This action is the result of the idea of the company and also that of Mr. Foreman to place both properties on active production schedules during the next few weeks.

Paul E. Ryan, of Cleveland, O., who has been with this interest for a considerable period of time has been relieved from the factory management, and he with Mr. Foreman will hereafter devote more time to the marketing end of the business. It is not likely that Mr. Foreman will continue manager of these plants, and it may follow that this temporary arrangement will cease with the engagement of another to look after factory detail. Mr. Foreman is also president of the Southern Potteries Co., at Erwin, Tenn., and the United Potteries Co., Canton, O.

This company will not have a new shape for 1926 and will continue its former numbers. No display of the

line will be made at Pittsburgh, Pa., this season, Mr. Foreman has announced.

Brush Pottery Has Larger Line

With the change in the name of the Brush-McCoy Pottery Co., Zanesville, O., to the Brush Pottery Co., with George S. Brush, general manager, the company has announced a larger line for 1926 than has been the usual custom of this interest. The entire line will be displayed in Pittsburgh next month, with the exhibit being in charge of Frank H. Vaughn and G. E. Downey, Western representative, and who will assist Mr. Vaughn for the first time.

The change in the name of the firm came following a meeting of the stockholders of this company early in December.

This company will show for 1926 new lines in Majolica ware, bowls, jardiniers and novelties and their new "Florastone" line which is a hand decorated offering in bright colors on lead color stonebody is an exclusive creation with this interest. The usual line of pitchers and cuspidors in the cheaper lines will also be displayed in connection with their Dandy-Line yellow ware and Nurock ware. Additional items have been added to these latter lines.

A new line of novelties will be displayed by this company for 1926 delivery, which will consist of musical decanters and jugs.

Although the name of the company has been changed, Mr. Brush has announced there will be no change in the management or operation of the business of this company.

Mayer China Co. Looking Forward

"We are looking forward so far as business for 1926 is concerned," Arthur E. Mayer, President of the Mayer China Co., of Beaver Falls, Pa., announced this week. "It is our opinion that the same excellent conditions which have existed during the old year will be borne out during 1926. We feel no hesitancy whatever in predicting that the fifty per cent increased capacity of our plant, which is now under construction will be ready for operation early in the spring, and that the production of the entire plant will be entirely absorbed by that time."

Glass Factory Activities

(*Continued from page 19*)

eral new items that have taken exceedingly well with the trade." This interest, which is the only glass marble producer in the United States makes a specialty of packages for the department and syndicate stores.

New Cumberland Has Hand Painted Ware

The New Cumberland Glass Co., of New Cumberland, W. Va., has brought out for 1926 an entirely new line of hand painted decorated ware, together with several new colors of glass, all of which has been developed during the last few months. Since this factory was destroyed by fire several years ago, it has been entirely rebuilt, and the production has been more than doubled.

A Complete Display of New and Original Decorations



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Pittsburgh Display During The Pottery and Glass Exhibit

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CAUGHT IN THE NEWS NET

Buyers and Manufacturers to Revive Old Friendship At Pittsburgh Exhibit

DURING the Pottery and Glass Show at Pittsburgh every January many old friendships are renewed. It is the rendezvous of nearly every one in the trade and during its period of activities presidents and other officers of firms try to get there at least for one day. Many manufacturers who exhibit, seldom see their customers during the year, all contact being with salesmen or local agents, but at the show they have an opportunity of meeting one another face to face and thus getting the human angle on each of their customers so met. This enables them to better understand the buyer's needs and when filling orders this first hand knowledge of the characteristics of their buying friend is invaluable.

There are many outstanding figures in the crockery, glass and kindred industries, who are seen by the many only at the show, and there are others who have been exhibiting since the inception of the movement so that they have become part and parcel of the show, without whom it would not be complete.

Good fellowship is the key-note throughout the whole period and has always been. Trade rivals tell one another of buyers in the hitch, and after having had their own interviews secured their orders will step out of their rooms with the buyer and introduce him to some new exhibitor friend extolling their competitors line with sportman like frankness.

Buyers have an opportunity of seeing the human side of the salesman, learning of his activities and interests apart from his selling, finding out his family affiliations, jogs and troubles. By the same token many salesmen strike up lasting friendship and social exchanges with buyers, who are human. Buyers are just as human as salesmen were through some of the latter do think definitely. A buyer has his firm, his job and his merchandise manager to consider and has his limit for buying set for him and many times has to turn down some of his best friends. These understand his position and the close relations are not disturbed, but there are some salesmen not quite so reasonable who take personal affront when orders are not forthcoming upon request and there often suffer after when buying is possible.

Take it by and large the Pittsburgh Show is a great social or get-together affair as well as a gigantic business enterprise where many hundreds of thousands of dollars worth of business is done and the groundwork laid for millions during the year.

Eugene Fondeville, head of A. J. Fondeville & Co., was another European traveler to reach America just in time to hang his stocking on Christmas eve. He returned from a brief trip to the foreign factories his firm represents, bringing back with him the advance guard of a new line of samples for 1926.

F. J. Peters, president of B. Tomby & Co., sailed last week to spend several months in Europe, visiting the various factories represented by his concern in this country.

W. P. Graham, head of Graham & Zenger, arrived in New York from a several months European trip in time to spend Christmas at home. He had been visiting at the various factories on the continent with which he is affiliated, working out the details of new lines for 1926. While away he was taken with a severe attack of rheumatism and was confined to his bed in a hospital for several weeks during which time he lost twenty-six pounds. He is now fast returning to his old self and aside from having a slight hitch in his walk he is quite all right.

Boston News Notes

THE JORDAN MARSH CO. is celebrating their 75th anniversary. With a stage coach, such as was used at the time of the beginning of their business, E. B. Hawkins, store manager, and several heads of departments left the store at 10:30 A. M. last Thursday and were driven about the streets of Boston. All attired in old costumes, designed from old prints. They were received at the State House by Governor Fuller. Mr. Hawkins presented the governor with an invitation to attend the Jubilee, he accepted the same and the party then continued to the City Hall. They were received by Mayor Curley, and also presented him with an invitation to attend the Jubilee. The Jubilee will continue throughout the month of January with numerous features of a historical nature.

The firm of Jordan Marsh was founded in 1851 by Eben D. Jordan and Benjamin L. Marsh. They opened their first store at 129 Milk St., Boston. Today their present location on Washington St. contains 24 acres of floor space, has a storehouse of more than 120,000 square feet, sends out an average of 20,000 bundles daily, and has nearly half a hundred buyers going to Europe each year. It is New England's largest retail store.

(Continued on page 30)

Income Tax Department

Conducted for The Crockery and Glass Journal
By M. L. Seidman
Seidman & Seidman, Certified Public Accountants

This is the eighth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

THE last article covered the question of capital gains and their effect on the tax to be computed. To complete the consideration of the computation of the tax payable by an individual, there remains for discussion the subject of capital losses.

From the last article it will be recalled that a capital loss is a loss resulting from the sale of property held for more than two years, also that a capital net loss is the excess of capital losses over capital gains.

It is pertinent at this point to direct attention to an important difference between the nature of capital gains and capital losses. While profits from the sale of property held for personal use, such as a residence or personal automobile, are regarded as capital gains, losses from similar transactions cannot be considered as capital losses. Only such losses are deductible under the income tax law as arise from property purchased for profit. A residence and a personal automobile cannot be so regarded. However, the loss from the sale of real estate held for investment purposes for more than two years, is considered a capital loss. Likewise, the loss from the sale of securities held for more than two years involves a capital loss. This distinction between the nature of property involved in capital gains and capital losses has been retained in the new revenue act now before Congress.

With these principles in mind, the capital net loss can be determined and its effect on the tax is as follows: The tax is first computed on the ordinary income in the regular manner, and from the tax a deduction is made to the extent of 12½ per cent of the capital loss. In other words, where capital net losses have been sustained, the tax can be reduced only to the extent of 12½ per cent of such loss.

Let us work out an example showing just how the tax is affected. Suppose a married man with no dependents has a regular income from salaries, rent, etc., of $50,000 and that he has sustained a net loss of $10,000 from the sale of securities held for more than two years. Assuming further, that his earned income was $5,000, the normal and surtax on the ordinary income of $50,000 would amount to $6,137.50. From this is deducted 12½ per cent of the capital net loss of $10,000, or $1,250. The net tax is therefore $4,887.50.

Now, if the capital loss provision were not in the tax law, the tax would be computed on a net income of $40,000. The total normal and surtaxes on this amount would then be $4,037.50. As a result of the capital loss provision, the taxpayer is called upon to pay $850 more than would otherwise be the case.

It is thus apparent that just as the capital gains provision has for its purpose the relief of the taxpayer, so the capital loss provision is intended to limit the benefits which a taxpayer might otherwise derive from the deduction of losses.

It is for this reason that a taxpayer has no option in applying the rules with respect to capital net losses. The tax must be computed following the method outlined above.

Since we have seen time and again that to every rule there is an exception, there is one to this rule, as well. That is, that where the tax on the capital loss basis is smaller than the tax would otherwise be without regard to that provision, the higher tax must be paid.

For example, if in the case previously supposed, instead of A's ordinary income being $50,000, it were $25,000, and his capital loss remains at $10,000, upon computing A's tax considering the capital loss provision, we find that the tax on $25,000 of regular income is $1,607.50. When this is reduced by 12½ per cent of the capital loss, or $1,250, the remainder representing the tax to be paid is $357.50. However, if we disregard the capital loss provision and consider A's net income as $15,000, that is, $25,000 ordinary income reduced by $10,000 loss on sale of securities, A's tax would be $557.50. Since this is the higher tax, and since, as we have seen, the capital loss provision cannot operate to reduce the amount of tax to be paid, A will have to pay $557.50.

As in the case of capital gains, no rule of thumb can be laid down to determine when the tax on the capital loss basis will be smaller than the tax computed on the ordinary basis. In most cases, it will be found that wherever the ordinary income, not considering the capital loss, is less than $25,000, the tax computed on the basis of the capital loss provision will be the smaller tax and must therefore be disregarded. However, it is best to work out the tax both ways and use the larger result.

In the next article, the subject of net losses from a trade or a business and the relief extended by this provision of the law will be considered.

Questions and Answers

Q. Please answer this question in your valuable paper. I am a married man. My wife deserted me seven years

(Continued on page 24)

Bureau of Standards Report

(Continued from page 15)

is required in taking the observations, the method appears to give consistent and reliable results.

2. Observation by Photo-micrographs.

Photo-micrographs of 50 to 75 magnification showed the effects of abrasion quite distinctly, and gave results which agreed fairly closely with the glarimeter observations. The method was used primarily to check the glarimeter results, rather than as a practical means of observation.

3. Observation by Optical Pyrometer.

A differentiation between abraded and unabraded surfaces was also observed by means of the standard optical pyrometer. Its value has not been carefully investigated, and is noted here only as a possible means of solution

It is believed that the major portion of the first phase of this problem has been solved, and its solution will provide a means for attacking the remaining phases. The investigation is considered about 40 per cent completed.

Demand for American Goods

(Continued from page 16)

High rubber prices enabled the Straits Settlements to surpass all previous January-September sales to this country. Total imports for the first nine months of 1925 from the Stevenson-favored country were $200,000,000, an increase of $91,000,000 or 84 per cent over the same period of 1924. This was the best dollar gain for the nine month period.

Imports from Mexico $139,000,00 also established a new nine month record for our neighbor and were $15,-000,000 or 12 per cent greater than those for the nine months of 1924.

Other noteworthy increases were made by Great Britain, $63,000,000 or 27 per cent; China (silk), $45,000,-000 or 53 per cent; Brazil (coffee), $40,000,000 or 34 per cent; British India (burlaps, jute, hides, tea), $35,-000,000 or 46 per cent.

Income Tax

(Continued from preceding page)

ago, and I have no idea where she is, whether she is working, what her income may be, and in fact, have no knowledge of her, at all. She was accustomed to receive a very excellent salary. Being a married man, am I obliged to pay a tax upon her earnings, if such exist? Or can I pay for my own share of earnings, irrespective of my wife? You see, if I must pay as a married man, there would be no way that I can see to truthfully compute any possible earnings of my wife. Naturally, I do not wish to get into trouble with the tax authorities and perhaps be fined later on.—G. F.

A. You are not required to include in your tax return the earnings of your wife. Your wife will have to file her own return and pay her own tax. I might mention that since you are not living with your wife, you are not entitled to the married man's exemption, so that your exemption will ordinarily be $1,000.

McNicol Co. to Install Equipment

Announcement was made recently by John A. McNicol, vice president and general manager of the McNicol Pottery company, operating a plant at Norwood, W. Va., a suburb, that it will shortly install additional equipment, costing upward of $50,000, and launch into the manufacture of chinaware.

The company, which has been operating at half capacity for some time, will discontinue the manufacture of semi-porcelain wares, for which the market has been poor, and specialize in chinaware in weights suitable for hotels and restaurants. When the new equipment is installed the plant will operate at capacity, employing 225 hands.

"Dandy-Line" Yellow BOWL SETS

3 - 4 - 5 - 6 - 7 Piece. Acknowledged the best made. Largest selling sets on the market. Why? Let us tell you.



The BRUSH POTTERY CO.
ZANESVILLE, O.
New York Office:
John L. Pasmantier & Sons
5 West 20th Street

National Quality



Dragonbrook Pattern—La Rosa Shape

Complete line of new decorations on display by the following representatives

D. King Irwin, 200 Fifth Avenue, New York
F. A. Miner, 5 Prospect St., Rochester, N. Y.
E. J. Nickey, 204 Grand Ave., Milwaukee, Wis.
E. E. Wilgus, 111 Summer St, Rms. 35, 36 and 37 Boston, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago, Ill.

The National China Co.
Salineville, Ohio

Pride Overshadows Price

in fine dinnerware



Your customer will take pride in a Heinrich dinner set long after the price is forgotten.

Yet this No. 9638, Imperial shape, with its delicate bud pink and green decoration, is very moderate in price.

It has proven a ready seller in all parts of the country. Have you seen it?

See for yourself.
Send for samples.

ORIGINAL PACKAGES AVAILABLE AT ONCE AS WELL AS OPEN STOCK.

H&C.
SELB
BAVARIA

HEINRICH & CO.'S
mark is an
Assurance of Quality

WILLIAM G. MUELLER, Inc.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China.

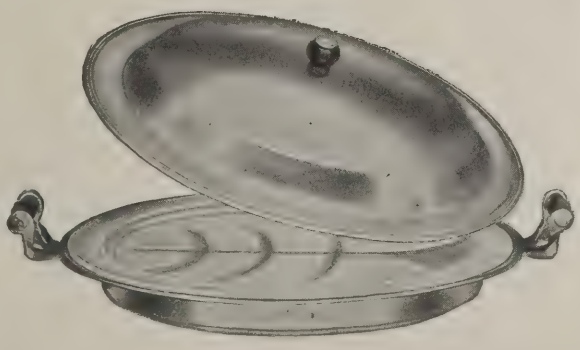
ENTIRE FIFTH & SIXTH FLOORS - 49-51 WEST 23RD STREET, NEW YORK CITY

Louis Levien Sales Co. 24 W. 23rd St. New York

Will greet you in the Writing Room at
the FORT PITT HOTEL, PITTSBURGH, on the

GROUND FLOOR

with the most attractive lines they have ever had.





Finest line of Colored Cut Glass Novelties, Decorated and encrusted glassware, specializing in Stemware.

Special display of Well and Tree patterns made of oven glass, also Line of Polished Brass items for sales purposes.

"Specials" in Lamps and Shades

Innovations of Outstanding Merit for Buyers of Lamps, Shades and Their Accessories

By Beatrice Miller Wisner

Metal Lamps of Excellent Construction

In the development of a high type of metal work, in distinctive designs and modeling, the Aurora Lamp & Fixture Co., Inc., 83 Green St., N. Y., has achieved splendid examples of the craftsman's skill in many practical and handsome objects. Bridge and junior lamps, console tables, console mirrors and frames, chairs, davenport tables, acquarium stands, ferneries, pedestals, wall sconces, smokers and costumers, are among the exceptional artistic articles which betray beauty and fine construction in each and every item. Exquisite metal scroll work, together with leaf designs, gold decorations and motifs combined with marble tops for tables and lamp stands, unite in producing some fine specimens for decorative and useful purposes. The interior furnishing of the home largely depends upon occasional furniture for its decorative element, and the Aurora products lend a refined atmosphere to interiors. Novel ideas in occasional furniture and lamps are being offered by the concern showing new designs and decorations. The above illustration gives a good idea of one of the firm's ornamental and practical coffee tables, which has a beautiful marble top, useful and decorative feature. This lovely table offers the hostess a splendid opportunity for the delicate china tea or coffee service, which is a compelling feature of the afternoon or evening function.



Beautiful Silk Shades of Fine Finish

The marvelous beauty of newly designed silk lamp shades in many styles is demonstrated in the well stocked showrooms of the F. E. Schlanger Co., manufacturers of silk lamp shades, 24 West 17th St., New York. Combinations of metalic silk with ribbon, lace ruchings and flower adornments, constitute some of the beautiful types of shades shown; fascinating examples among the large assemblages of lovely models. One exquisite shade which is notable among the collection, has a brilliant rose colored metal cloth foundation, edged with handsome gold lace ruching. Silk flower sprays gracefully placed at one side of the shade, give a striking and novel appearance to the ensemble. Georgettes, with gold effects, mingled with the newest ruchings and pleated trimmings, reveal some of the extraordinary types of the new shades on view at the firm's attractive salesrooms. The exceptional hand finishing of the models with tasteful fashioning and application of rich ornamentations, is a conspicuous element of these superior shades.

Imported Novelties and Shade Trimmings

The attractive and decorative element of the new lamp shade lies chiefly in its trimming effect, combined with appropriate colors in fringes, silks, tinsel and other fabrics. Hirschberg, Schultz & Co., 268-76 Fourth Ave., New York, is showing exclusive transparent tinsel, materials, flowers and garlands, motifs for lamp shades and pillows, tinsel braids, lamp pulls, colored braids, silk tassels, silk fringes, and beautiful shade ribbon ruchings in all widths and colors. These unique imported trimmings and novelties, are excellently adapted to adorn the newest designed lamp shades, enhancing their artistic and intrinsic value. A new line, silhouettes, in many designs and patterns adaptable for the up-to-date lamp shade, is also being offered by the firm. These exclusive novelties are fully displayed at the concern's attractive showrooms above mentioned.

Coming Shows of Interest to Trade

January 4 to 23—Annual Mid-Winter Furniture and Lamp Exhibit at the American Furniture Mart.

January 11-30—Annual Pittsburgh Glass and Pottery Exhibit.

January 18-30—Third National Houseware and Home Furnishing Exposition, Sherman Hotel.

February 1-6—Chicago China, Glass and Gift Association Exhibit, Sherman Hotel.

February 1-13—Glass, Pottery, Lamp and Housefurnishing Association, in Chicago local display rooms.

February 1-13—Eastern Importers and Manufacturers Association at The Palmer House.

The Pittsburgh Show, held under the auspices of the Associated Glass and Pottery Manufacturers, will occupy the limelight during practically the entire month of January.

December 29, 1925

Mr. Libby, chinaware, lamps, glassware, Burrows & Sanborn, Lynn, Mass., 1440 Broadway (R. J. Cronin).

F. Krownapple, silverware, Wm. Taylor Son & Co., Cleveland, Ohio, 1440 Broadway.

December 30, 1925

Mr. Dodge, house furnishings, William Filene's Sons Co., Boston, Mass., 1140 Broadway.

Inexpensive But Attractive Fish Bowl



TWO gallon size in a new design. The lens shape of the curved side produces unusual effects when fish and aquatic plants are viewed through the glass.

Made from clear glass carefully selected and certain to be listed among the best sellers at the Pittsburgh Exhibit.

Don't fail to visit our Permanent Display at 954 Liberty Avenue, when in Pittsburgh.

UNITED STATES GLASS COMPANY

PITTSBURGH, PENNSYLVANIA

OFFICES IN ALL PRINCIPAL CITIES

Visit Our New Display and Sales Rooms—Pottery & Glass Bldg., 954 Liberty Ave., Pittsburgh, Pa.

SOY KEE & CO.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct and have a complete stock of the famous gold medallion and Blue and White Canton.

Write for Price List



Gold Medallion Dinnerware

7-9 Mott St. *Chinatown* New York

"Ceramic Dictionary"

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price $2.00 Per Copy

Convenient Pocket Size.

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CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Christmas Buying Breaks All Records

THE years' Christmas buying on State Street broke all records for previous years by $10,000,000 according to estimates of Chicago merchants. Between $60,000,000 and $65,000,000 worth of presents were bought in the large department stores on State Street. The stores of the outlying Chicago districts reported sales proportionately as heavy as those of the loop. Christmas buying started immediately after Thanksgiving and grew in volume until it reached its peak the Saturday before Christmas. Traffic officials of Chicago say that the crowds in the loop on this day were the largest ever seen. The large stores made deliveries all Thursday night and some were forced to make deliveries on Friday morning

Wholesalers and factory representatives are now assembling their samples for 1926 lines in their local show rooms. A number of the local factory representatives are planning to attend the Glass Show in Pittsburgh and are leaving next week.

Clearance sales were being held by almost every store in Chicago, these sales including special offerings in all departments. Large reductions were offered in lamps and dinnerware. Marshall Field & Co. featured a Store Wide Clearance Sale which offered big reductions in dinnerware, china, glassware, artwares, lamp shades, etc. Another such clearance sale was held by Carson Pirie Scott & Co. A large variety of specials were offered in China and glassware including 7 piece china salad sets at $4, 23 piece china tea sets at $4.50 and gold encrusted stemware at 50 cents to $1 each. The lamp department of this store offered lamp bases of French bronze, in limited quantities, priced according to kind, at $7.50 to $12.50.

The Boston Store held its Year End Clearance Sale. Included were specials in needed housewares and chinaware. Glass candlesticks were offered at 25 cents and boudoir lamp bases, 12 inches high, at 98 cents was a feature of the lamp department. Hartman's this week offered its 72nd Semi-Annual Clearance sale. A clearance was made of 897 bridge lamps at $2.69. Other bridge, junior and boudoir lamps were priced at from $3.75 to $13.95. Mandel Brothers made special offerings this week in green stemware at $5 per dozen. Other features of this store were cocktail glasses at $6 per dozen, and semi-porcelain dinner sets of 100 pieces, at $24. A discount of 33⅓ per cent was offered on all artwares by this store.

This week started the Annual Mid-Winter sale of Burley & Co. Everything was reduced from 10 per cent to 50 per cent. The reductions included crystal in full sets or single pieces, china in complete service or separate pieces and the offerings of the Antique Shop. Another feature of the Burley Shops this week were the offerings in New Year's Gift Specials. Decanters were priced at $10, crystal wine glasses at $7.50 per dozen and an Early American lamp and shade at $9.

The Three Wieboldt Stores, in their "Good By to 1925 and to All Odds and Ends," offered a five piece bowl set at 39 cents, among other glass and china specials.

The Hartman Corp., operators of a string of large retail furniture stores, recently opened their seventeenth store at 3043-47 Lincoln Ave. The same service, quality and prices will prevail here as in the other community stores and the large loop store.

The Standard Wood Products, an Illinois corporation, has been dissolved.

The ninth semi-annual convention of the Interstate Merchants' Council will be held at the Sherman Hotel February 2, 3 and 4. It is expected that about 2,600 retailers from many points of the middle west will attend.

Ready for Shipment—



No. B1121

Go To Stetson's First
For Volume In Value

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Hemlock 1000

Members of the council, including those members who reside in what is known as Central Passenger Association territory, have been granted fare-and-one-half round trip rates. This organization exists for the promotion of business-building plans and ideas.

Involuntary petition of bankruptcy was filed against the Kapitol Lamp Manufacturing Co., of Chicago, by the Grand Wood Works, Inc. and other creditors. The firm's liabilities were $35,000 and assets were not listed.

Chicago interests will launch a long string of merchandising shows here commencing in January. Pottery and glass buyers from all parts of the country are expected to visit Chicago during the course of the next two months. The first show will be the Semi-Annual Furniture and lamp market to be held at the American Furniture Mart Building for three weeks in January. The National Housewares and Home Furnishings Exposition will be held at the Sherman Hotel, Jan. 18th to 30th. The China, Glass & Gift Ass'n show will be on for one week, Feb. 1 to 8 at the Sherman Hotel. The Glass, Pottery, Lamp & Housefurnishing Ass'n will hold their regular "Market Event" in their permanent display rooms for the first two weeks of February. The Eastern Importers and Manufacturers will invade the Chicago territory with a display composed of eastern concerns, to be held at the Palmer House for two weeks in February. With such an array of special displays, almost continuously from Jan. 2 to Feb. 28, every buyer will find it to his advantage to come to Chicago for at least a week's visit during the period.

Mum's the Word

She: "So you were at the wedding. Did you give the bride away?"

He: "No, but I could have."—*Jack-o'-Lantern.*

Peter Breaks His New Year's Resolutions



PETER POTTER SAYS: If as many dishes were broken as are New Year's resolutions the demand would exceed the supply.

WHAT TO BUY AND WHERE TO BUY IT IN — CHICAGO A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope-Gosser China Co. Coshocton Glass Corp.
Seneca Glass Co. H. E. Rainaud Co.
Susquehanna Cut Glass Burke Studios
National Glass Novelty Co.
Quaker City Cut Glass Co.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
F. T. Renshaw, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

VISIT THE SHOPS BUILDING FIRST WHEN IN CHICAGO—17 N. WABASH AVE.



R. M. MEDER CO.
Direct Representatives for Continental Silver Co.; Paden City Pottery Co.; Buckeye Aluminum Co.; Jeannette Glass Co.; Perfect Glass Co.; F. S. Lowry Pottery Co., Inc.; Buffalo Manufacturing Co.; Ebenezer Cut Glass Co.; Maryland Glass Co.; Mercer Pottery Co.; Canonsburg Pottery Co.; The George Ross Co.; Peoria Metal Specialty Co.; Muncie Clay Products Company.

ROSENBERG & LURIE
We now have available about 1,400 *square feet of desirable space suitable for china, glass and housefurnishing display rooms. For details apply to*
178 W. Jackson Blvd.
Phone Wabash 6589

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMAN WANTED: With established salesroom to handle a well established and leading line of lead blown table ware, stemware, jugs, vases, novelties, etc., in crystal and colors—cut and decorated. Must be able to show results. Apply Box No. 525, CROCKERY AND GLASS JOURNAL.

WANT SALESMAN FOR GIFT SHOP WARE

WANTED—Salesman for Art Glass and Gift Shop ware. Must know the trade and be able to produce results. State experience and territory covered. Permanent position with manufacturer for man that can make good. Apply Box 527, CROCKERY AND GLASS JOURNAL.

CHINA AND GLASS SALESMAN WANTED

WANTED Salesman on straight commission basis to represent old established and well known manufacturer of china and glass. Only A-1 man considered, territory New York State. Box 526. CROCKERY AND GLASS JOURNAL.

SPECIAL NOTICE

The Crockery Board of Trade of N. Y.
New York, December 21, 1925.

NOTICE is hereby given that the Annual Meeting of the stockholders of The Crockery Board of Trade of N. Y. for the election of four Trustees for the ensuing three years, and for the election of Officers for the ensuing year, will, in accordance with the By-Laws of the corporation, be held at Manhattan Club, New York City, on Wednesday, January 13th, 1926.

By order of Trustees.

L. S. OWEN, Secretary.

Boston News Notes

(Continued from page 22)

Mr. Walter Burrows, of Burrows-Sanborn Co. and Mr. Chester Libby are visiting New York.

The Anderson Conservatories, Wellesley, in connection with their flower store in Wellesley Sq., have opened a most attractive Gift Shop.

The new Preble Home Furnishing House has opened its Central Square establishment on Mass. Avenue, across from the City Hall, Cambridge.

New Massachusetts corporations are: Madison Lamp Shade Mfg. Co., Inc., Boston, Mass., incorporated for $50,000; 500 shares at $100 each. Pres. William J. Seiberg; Treasurer, Mae Harvey, 54 Marshall St., Brookline.

The Treat Hardware Co. is now located in its new building at 582-584 Essex St., corner of Broadway, Lawrence, Mass.

The department stores of Boston report business in crockery and glass, for the holiday season, as very good. This is evident by the number of buyers that are already in the market for goods to replenish their depleted stocks.

Toy Factories Increasing

"The number of factories engaged primarily in the manufacture of toys has doubled since 1914 and the value of the products is probably five times as great."

Warwick's Have Twelve-Piece Set

A feature of the exhibit of the Warwick China Co., at the Pittsburgh Exhibit next month will be a 12-piece set for tea rooms. This is a new creation by this company, and the set will be shown in a variety of new and exclusive decorations. The designs have been created by artists employed exclusively by this company. The ware will be the same vitrified china body as is used in the production of the regular lines of this company.

To Erect New Type of Store

Plans for the erection of a new type of department store have been made by Harry H. Schlacht, a New York banker. The store will be erected on Delancey St., New York, and will have its investors as tenants. Each merchant will have a floor of store space and different merchandise will be sold on each floor.

The store will represent an investment of about $10,000,000.

France Sends Gift to America



French Ambassador Presents Sevres Vase—Gift of His Country to Cathedral of St. John the Divine.
Photo shows:—Emile Daeschner, French Ambassador to the United States, presenting to Bishop Manning, the large Sevres Vase, which is a gift of the French Republic to the Cathedral of St. John the Divine (N. Y.). The vase was made in the government factory at Sevres and was sent to America by Aristide Briand, Minister of Foreign Affairs of France.

C K

Crockery AND Glass Journal

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to
House-furnishings
Lamps
Gift Shop and Art Goods
Dolls & Toys



Vol. 101, No. 27

DEC. 31, 1925

The Next Time

you want

A Job
A Line
A Salesman
A Buyer

or anything else connected with the China, Glass, Housefurnishing and Lamp Trades

Advertise for it in the Classified Section of

Crockery and Glass Journal

and

Get It

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line Minimum initial charge $2, payable in advance.

KT&K
S—V
CHINA

Prestige

can only be weighed by time and its resultant achievements in terms of quality and service



The KNOWLES, TAYLOR and KNOWLES CO.
EAST LIVERPOOL, OHIO.

From 10,000 Bins

J·McD·&·S

Open Stock
Glassware
Dinnerware

Fancy Goods
Pottery

OUR Open stock patterns are contained in 10,000 bins and are ready for prompt shipment.

This firm originated the idea of Open Stock patterns in dinnerware. Its success was immediate, for our customers realized at once its value to them and to their customers.

You will find that we have the best of the new designs and the continued favorites of other years. Choose the patterns for your trade from our Open Stock. Start the maximum number of customers during the active life of the pattern. You can depend upon us for replacement even after the activity of the pattern has diminished.

We are glad to serve you at all times. Our huge warehouse facilities here in Boston, convenient to water, railroad or motor transportation, make it a simple matter for you to receive our merchandise when you need it and in the size shipments you wish.

Jones, McDuffee & Stratton

CORPORATION

Established 1810

Direct Importers and Distributors of Crockery, China and Glass

25-39 Franklin Street, Boston

Crockery and Glass Journal, published weekly at New York, by Demarest Publications, Inc. Subscriptions, $3 per year. Editorial and Advertising Office, 45 East 17th Street. Entered as second-class matter September 2, 1920, at the post office at New York, under the act of March 3, 1879. Vol. 101. No. 27. December 31, 1925.



ATHENA

Latest Pope-Gosser Creation

Complete New Shape Combining

ART *INDIVIDUALITY* *UTILITY*

Now on Display

Ira A. Jones Co.
Chicago, Ill.

Ed. F. Bokee
Baltimore, Md.

Himmelstern Brothers
San Francisco Seattle Los Angeles

Factory and Main Office—COSHOCTON, OHIO

The Pope-Gosser China Company

Specializing in High Quality Light Weight
Dinner Ware for over Twenty Years

THE NEW

MARYLAND SHAPE

IVORY BODY

Is now on display in our Sample Room
In Many New Decorations . . .
In Entirely New Ideas . . . . . .

BOTH IN

OVERGLAZE *and* ***UNDERGLAZE***

May we have the PLEASURE of SHOWING it to YOU?

The Edwin M. Knowles China Co.
East Liverpool Ohio.

VITREOUS
EDWIN M. KNOWLES CHINA CO.

Quality

BY INVITATION
MEMBER OF
NEW YORK, U.S.A.

Dependability

THOMPSON

We Announce

Our New Shape

STAFFORD



Made in *Pearl White* Semi-Porcelain

The C. C. Thompson Pottery Co.

EAST LIVERPOOL, OHIO

Manufacturers of

DINNER WARE

Samples may be seen in Room No. 680 at the Fort Pitt Hotel during the Pittsburgh Show or at the Factory Sample Room.

CGJ ART DEP.

The Issue of January 7th 1926

will contain

Opinions of leading members of the crockery and glass fields regarding future business for the year.

Also a list of the changes and new firms going into the retail business.



Crockery and Glass Journal

45 East 17th Street
New York City

Are You on the Subscription List?



Pep Up Your Sales for 1926

Our 728 Liquor Set as Illustrated Will Do the Trick

Absolutely new, strikingly attractive, beautifully finished in every detail.

You can picture the immediate appeal of this finely proportioned flagon, the graceful fluted tumblers and tray all to match in a choice of exquisite shades of Amber, Green, Blue, and Amethyst. There is nothing to equal it on the market for the price.

Be the first to stock it in your locality.

Orders will receive prompt attention for delivery after January 1.
Packed 2 doz. sets to a barrel.

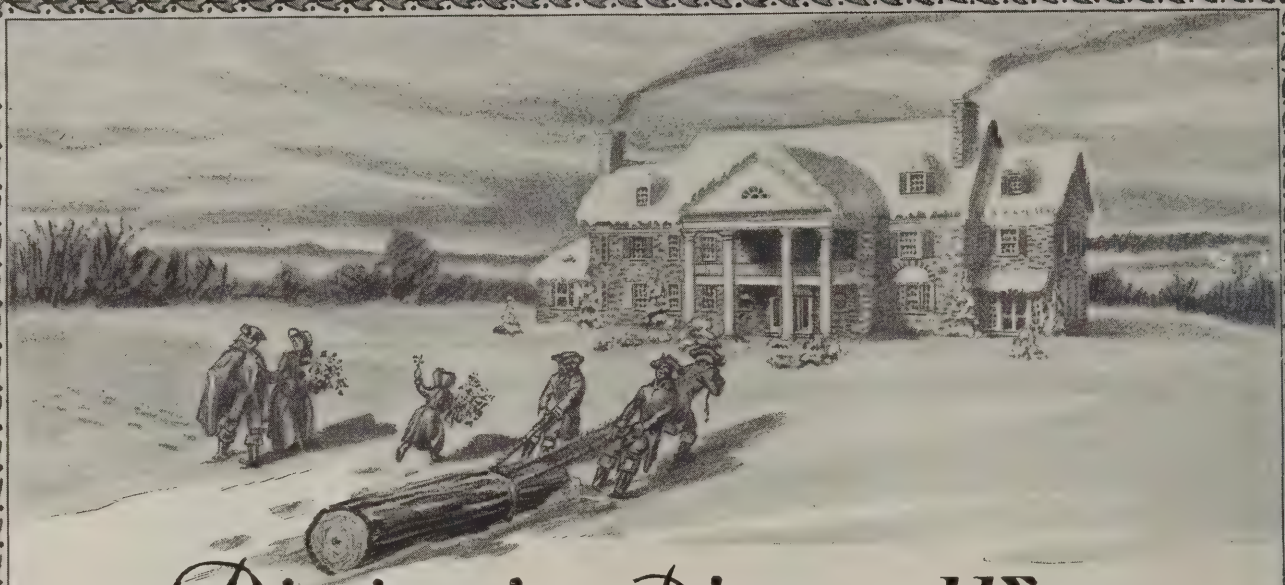
This and many other surprises await you at

Our Display from January 11th to 30th, Pittsburgh Exhibit, Rooms 712 and 714.

New Martinsville Glass Mfg. Co.

New Martinsville, W. Va.

IRA M. CLARKE—General Manager



Distinctive Dinner Ware

HOMER LAUGHLIN
MADE IN U.S.A

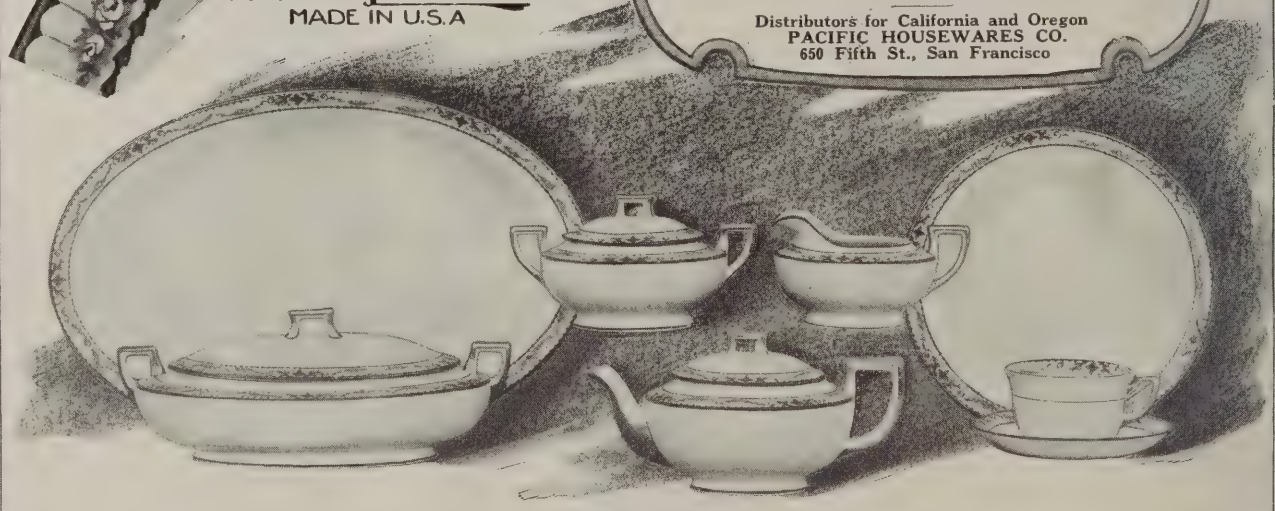
Colonial Homes Series

DECEMBER "YULETIDE"
DECORATION NO. K-5315-M

"Here is one that is different"

Background is the new latticework effect, light green colorings, dainty pink rose garlands around sides with green ornamented inner border edge. Gold lined throughout, all handles with burnished coin gold.

Distributors for California and Oregon
PACIFIC HOUSEWARES CO.
650 Fifth St., San Francisco



HOMER LAUGHLIN CHINA COMPANY

Newell, West Virginia East Liverpool, Ohio



No. 2555/12 in. $5.75 doz. No. 2553/8 in. $2.75 doz. No. 2556/6 in. $1.75 doz. No. 2557/10 in. $3.75 doz.

No Packing Charges

Equal to Silver Deposit But — Less Expensive

Quality Goods Popular Prices

As usual, **Dunbar continues to lead in offerings of Decorative Vases.**

Our newest decoration being so perfect a copy of the expensive Silver Deposit vases, that they could easly be called V A S E S, were it not for our low prices.

Nothing else you can use will "Pep up" your January Sales, and help you clean up your stickers, like a liberal showing of Dunbar Vases.

Order Now for January Delivery

Don't fail to see exhibit of our "Quick Turnover" line, room 1144, Fort Pitt Hotel, Pittsburgh, Penna., January 11th to 30th.

If you can't arrange to visit the "Pittsburgh Show" be sure and visit our nearest showroom.

Baltimore, Md.
29 South Hanover Street
Harry T. Thomas & Co.

Philadelphia, Pa.
906 Filbert Street
Jno. A. Nixon

St. Paul, Minn.
538 Bremer Arcade Building
J. T. Pearce Co.

San Juan, Porto Rico
P. O. Box 134
O. D. Hoffman

Boston, Mass.
99 Bedford Street
Wm. R. Amidon

Chicago, Ill.
17 North Wabash Avenue
D. Saunders Company

Denver, Colo.
1601 Emerson Street
Walter A. Songster

Habana, Cuba
Apartado 1061
Caratini & Company

New York City
10 West 23rd Street
E. W. Hammond

Los Angeles, Calif.
932 South Maple Avenue
A. E. Shahan

Pittsburgh, Pa.
954 Liberty Avenue
Geo. R. West Sales Co.

Toronto, Ont., Canada
268 Wychwood Avenue
Russell & Macleod

Cincinnati, Ohio
52 Blymyer Building
L. T. Ison

Detroit, Mich.
315 Donovan Building
G. T. McCracken & Co.

Milwaukee, Wis.
Plankington Hotel
B. F. Prichard

Calgary, Alberta, Canada
328 West Eighth Avenue
Davis & Mcquarrie

Agents Wanted in Open Territory

Dunbar Flint Glass Corporation

Dunbar-Kanawha, West Virginia



The CHENONCEAUX

ANOTHER decoration named after a famous chateau of France. Like its namesake, it is simpler than others of this group, but quite as attractive. A beautifully designed border of yellow, blue and black, broken at regular intervals with panels of flowers. In the center of each piece, is a brilliant flower rosette. The edges are finished with gold and the rims with a delicate shade of ivory that adds to its rich appearance.

Theodore Haviland & Co.

Incorporated

26 West 23rd Street
New York

One of Our Many Beautiful and Exclusive Designs



Seneca
1613 B

DISTINCTIVE

The West End Pottery Co.

EAST LIVERPOOL, OHIO

PITTSBURGH EXHIBIT
January 11th to 30th
FORT PITT HOTEL ROOM 724

Confidence

Men scale the heights of accomplishment when confidence steadies their steps.

Here at R & H we are turned toward the peaks of achievement by the confidence you display in our materials, our men, and our methods.

Your faith in R & H Ceramic Chemicals, Minerals and Oxides is justified by their ability to give satisfaction.

The ROESSLER & HASSLACHER CHEMICAL CO.
New York

Chicago Boston New Orleans Cleveland Trenton Pittsburgh Baltimore San Francisco Philadelphia Kansas City



Many Charming New Creations will be shown in our 1926 Line

WHEELING DECORATING CO.

WHEELING, W. VA.

Gold Encrusted and Hand Painted China and Glassware

Representatives

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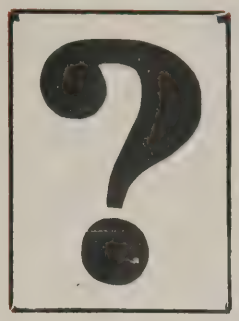
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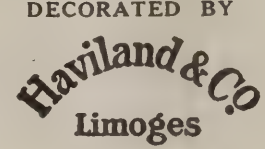
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